

ORDER



Orders
Order / Rev: 2160955
Alt Order #: 28360607
Product Desc: 884/1065/12097
Estimate: 12097
Flight Dates: 02/29/24 - 03/08/24
Original Date / Rev: 02/28/24 / 02/28/24
Order Type: GENERAL

ETWC

Primary AE: Washington DC Katz/DC
Sales Office: K-WSH
Sales Region: NAT

Agency Name: Optima Media
Buying Contact:
Billing Contact:
 2210 Grey Fox Court
 Bel Air, MD 21015

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Vapor Technology Association
Demographic: A35+
Product Codes: PL Advocacy
Revenue Code 1: AGY
Revenue Code 2: Political
Revenue Code 3: Political Issue
Priority: Pol1

New Business End:
Advertiser External ID: 7775000
Agency External ID: 8597
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/01/24	02/29/24	1	\$270.00	\$229.50
03/01/24	03/08/24	7	\$1,830.00	\$1,555.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	1	\$270.00	\$229.50	1.40
March 2024	7	\$1,830.00	\$1,555.50	9.80
Totals	8	\$2,100.00	\$1,785.00	11.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Katz/DC	K-WSH	NAT	Start Of Order - End Of Order	100%

Order Share

	Share	Total
ETWC	15%	\$2,100.00
Market	100%	\$14,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$11,900.00
WCTV	0%	\$0.00
WFSU	0%	\$0.00
WTLF	0%	\$0.00
WTLH	0%	\$0.00
WTWC	0%	\$0.00
WTXL	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	ETWC	02/29/24	03/08/24	M-F Late News News	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	111111--	:30	5	\$270.00	Pol1	1.40	NM	7	\$1,890.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/29/24	03/06/24	11111--		5				\$270.00		1.40			
		Week: 03/07/24	03/13/24	---11--		2				\$270.00		1.40			
N 2	ETWC	02/29/24	03/06/24	Sun Late News	CM	10:00 PM-10:30 PM	PI-----1	:30	1	\$210.00	Pol1	1.40	NM	1	\$210.00

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 Alt Order #: 28360607
 Flight Dates: 02/29/24 - 03/08/24

Advertiser: Vapor Technology Association
 Product Desc: 884/1065/12097
 Estimate: 12097

ETWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News		(10:00 PM-10:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/29/24	03/06/24	-----1		1				\$210.00		1.40			
													Totals	8	\$2,100.00



125 West 55th St
New York, NY 10019

Contract #	Changes as of: 2/27/2024 at 5:07 PM	Version: Agency Original
CPE: 884/1065/12097	Flight: 2/29/24 - 3/8/24	Station: ETWC
Agency: Optima Media	Advertiser: Vapor Technology Association	Market: Tallahassee
14006 Foxland Drive	Product: SPM-VAPTA-US	Office: WASHINGTON
Phoenix, MD 21131	Agency Order #: 13251178	Service: Nielsen
	Buyer: Braunscheidel, Anne	Primary Demo: Adults 35+
	Salesperson: KENIA OLIVERA 323-966-5000	Assistant: KENIA OLIVERA 323-966-5000

Con Type:
Total \$: \$2,100.00
Total Spots: 8
Total CPP: \$0.00
Total GRP:

Separation:

Comments: Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/29 - 3/8								Total Spots	Total \$	CPP*	GRP*	
							2/29	3/1	3/2	3/3	3/4	3/5	3/6	3/7					3/8
1	Th-F,M-W 10p-10:30p		FOX 49 News at Ten	\$270.00	1.4	30	1	1	0	0	1	1	1	1	1	7	\$1,890.00	\$192.86	9.8
2	Su 10p-10:30p		FOX 49 News at Ten	\$210.00	1.4	30	0	0	0	1	0	0	0	0	0	1	\$210.00	\$150.00	1.4
TOTALS:							1	1	0	1	1	1	1	1	1	8	\$2,100.00	\$187.50	11.2



125 West 55th St
New York, NY 10019

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Agency: Optima Media	Advertiser: Vapor Technology Association	Market: Tallahassee
14006 Foxland Drive	Product: SPM-VAPTA-US	Office: WASHINGTON
Phoenix, MD 21131	Agency Order #: 13251178	Service: Nielsen
	Buyer: Braunscheidel, Anne	Primary Demo: Adults 35+
	Salesperson: KENIA OLIVERA 323-966-5000	Assistant: KENIA OLIVERA 323-966-5000
	Separation:	

Con Type:
Total \$: \$2,100.00
Total Spots: 8
Total CPP: \$0.00
Total GRP:

Special Instructions	
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Competitive Information	
Market Budget:	
ETWC Share:	0%
Comment:	

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	8	\$2,100.00	\$187.50	11.2
Total	100%	8	\$2,100.00	\$187.50	11.2

Monthly Summary		
Month	Spots	Dollars
2024-Mar	8	\$2,100.00
Total	8	\$2,100.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, _____, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name:

Address:

Contact:

Phone number:

Email:

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name:

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

Executive Director/President: Tony Abboud

Board of Directors & Members: Dr. David Johnson, Ph.D, Charles "Chuck" Melander, Jon Glauser

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Tammie Wingrove</i>	Signature: <i>Kandra Bryant</i>
Name:	Name: Kandra Bryant
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 2/28/24

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 2/28/24

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)*
- Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: 2160955	Station Call Letters: ETWC	Date Received/Requested: 2/28/24
Est. #: 12097	Station Location: Tallahassee, FL	Run Start and End Dates: 2/29/24-3/8/24

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.