

Request to Purchase Political/ISSUE Advertising

Date of Request NCC / Dallas

Name of Person Making Request Amenda Williams

Address/Phone: 214-932-2910
 Competitive @ axmediateam.com

Candidate/Issue Name Never Back Down

Office Seeking President

Official Committee Name Never Back Down Inc

Treasurers Name 1 Cabell Hobbs

Election Date 2/24/24 Party Republican

If ISSUE, please describe Pro - Descartes

Accepted X Rejected ____

Person Taking Request C. Medina

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, AxMedia, 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: AxMedia

Address: 800 W. 47th Street, Ste. 200 | Kansas City MO 64112

Contact: AxMedia Buyer

Phone number: 816-407-1222

Email: competitive@axmediateam.com

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: Never Back Down Inc

Address: PO Box 341027

Contact: Cabell Hobbs

Phone number:

Email: compliance@rightsidecompliance.c

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

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

Cabell Hobbs - Treasurer

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: Gov. Ron DeSantis

Office(s) sought by such candidate(s) (no acronyms or abbreviations): Republican nomination for U.S. President

Date of election: Various 2024

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>AxMedia Buyer</i>	Signature:
Name: Ax Media Buyer	Name:
Date of Request to Purchase Ad Time: 6/13/2023	Date of Station Agreement to Sell Time:

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: _____

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 #:	Station Call Letters: <i>HTC</i>	Date Received/Requested:
Est. #:	Station Location: <i>MB/F10</i>	Run Start and End Dates:

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.

C. Amadio

POLITICAL RECORD OF REQUEST

COMPLETED FORM MUST BE SENT AT TIME OF REQUEST AND WILL BE PLACED IN POLITICAL/ PUBLIC INSPECTION FILE.)

1. Requestor Information:

Requestor Name: AxMedia

Phone Number: 816-407-1222

Contact Name: AxMedia

Address: 800 W. 47th Street, Ste. 200,
Kansas City, MO 64112

2. Date of request: 6/12/2023

3. Request received by: Ampersand

ISSUE

Please check one:

Ad (whether national or state/local) “communicates a political matter of national importance” by referring to (1) a legally qualified candidate for any federal office; (2) any election to federal office; or (3) any political matter of national importance, whether legislative or otherwise (e.g., immigration, IRS tax code, federal cabinet or judicial appointments, etc.).

OR

Ad relates to state or local issue and does not communicate a political matter of national importance (i.e., does not refer to a federal candidate/election, or any political matter of national importance such as immigration, IRS tax code, federal cabinet or judicial appointments, etc.).

4. Paid for by (Advertiser/sponsor name, address, phone number & contact):


- a. **Name:** Never Back Down Inc
- b. **Contact Name:** Cabell Hobbs
- c. **Phone Number:** N/A
- d. **Address:** PO Box 341027

5. If ad refers to any federal election or federal candidate list: ALL name(s) of candidate(s) referred to, office being sought and date of election: Gov. Ron DeSantis; Republican nomination for U.S. President; Various 2024

6. If ad refers to any state election or state candidate: ALL name(s) of candidate(s) referred to, office being sought and date of election: N/A

7. If ad refers to any national issues, identify ALL issues addressed (legislative or otherwise): N/A

8. List ALL sponsor’s chief executive officers OR members of executive committee OR board of directors: Cabell Hobbs - Treasurer

9. If only one name is listed in question 8 or on documentation provided by requestor/agency/advertiser, please certify that you have made a follow-up inquiry by initialing here:  (initial here)

POLITICAL RECORD OF REQUEST

10. Describe of the Content of the Ad (including any state or local issue mentioned in the content of the ad):

11. DMA: MS / Flo, Interconnect (Check if Yes)
last

Zones:

12. Distribution Platform(s): Check if applies:

Linear TV; VOD; Digital/websites/apps

13. Date and information provided, if any:

13. Disposition:

Accepted – see attached contract details

Rejected – provide reason: Click or tap here to enter text.

14. Additional Information: Click or tap here to enter text.

Date ROR completed on: CCMadio

Ampersand Cable System Order

Order #	63106000
Syscode	6957
System Name	Intellistrand/Myrtle Beach, SC
Market	Florence, SC

Flight Dates	06/15/23 - 06/20/23
Agency	AxMedia
Advertiser	Never Back Down

Update Date	06/12/23
Version	1 Vs. 1
Show All Lines	
Total # of Weeks	1

Client Code	563
Product Code	716
Est Code	5699
Product Name	2024 Awareness
Credit Status	

Primary Demo	Adults 35+
Makegood Policy	Approval Required

Total	\$2,520.00
Commission	\$378.00
Net Total	\$2,142.00
Total Spots	36
Affiliate Split	100.0
Sold On	Cost Per Point
GRP	43.2
CPP	\$58.00
	GIMP 36420
	CPM \$69.19

Status	Accepted
Survey	DMA Nielsen Live+SD Jun22

Comments :	6/12 NEW 60S ORDER. PLEASE REVIEW AND CONFIRM. THANKS!
------------	--

Line	Net	Program	Start Date	Stop Date	Start Time	Stop Time	M	T	W	T	F	S	S	RTG	IMP	Total Spots	Unit Cost	Total Cost	Spot Len	Line Comment
1	FXNC	FXNC EM	6/19/23	6/25/23	06:00	10:00	X	X						1.10	910	4	\$70.00	\$280.00	60	NCR
2	FXNC	FXNC DT	6/19/23	6/25/23	06:00	18:00	X	X						1.00	879	4	\$40.00	\$160.00	60	NCR
3	FXNC	FXNC PT	6/19/23	6/25/23	18:00	24:00	X	X						1.50	1246	4	\$100.00	\$400.00	60	NCR
4	FXNC	FXNC DT	6/12/23	6/18/23	06:00	18:00			X	X	X	X	X	1.00	879	8	\$40.00	\$320.00	60	NCR
5	FXNC	FXNC PT	6/12/23	6/18/23	18:00	24:00			X	X	X	X	X	1.50	1246	8	\$100.00	\$800.00	60	NCR
6	FXNC	FXNC EM	6/12/23	6/18/23	06:00	10:00			X	X	X	X	X	1.10	910	8	\$70.00	\$560.00	60	NCR

	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Total
SPOTS	36	0	0	0	0	0	0	0	0	0	0	0	36
AMT	\$2,520.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,520.00

SYSTEM APP: SALES ACCT Date Printed 06/12/23
 63106000 | Florence, SC | Intellistrand/Myrtle Beach, SC | 6957 |

Order Detail

Contract: 813
Order: 1 of 1
Client: 82 - Never Back Down
Agency: 33 - AXMedia
Rep. Firm: 1 - NCC

Acct. Exec.: Amodio, Katie
Send Bill To: RepFirm
Contract Status: Future
Contract Dates: 06/19/23 to 06/25/23
Order Entry: 06/16/23 Rev 0, 06/16/23

Order Dates: 06/19/23 to 06/25/23
Order Type: Broadcast
Comm. Type: Political
Revenue Type: Political
Product Type: Political

Billing Period:
Billing Type: Broadcast
Package Fee Average: \$.00
Estimate Id: 5707
Rep Order #: 63106548
Agency Product Code: 716

Line	Pri	Pre	Make	Date	Date	Zone	Start	Stop	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Start	Stop	Total	Spot	Total	Spot	Prog	Media	Weights												
1	2	2	Yes	FXNEWS	HTC Cable	06/19/23	06/25/23	0	0	2	2	2	2	2	2	06:00:00	18:00:00	10	20.00	200.00	00:00:30	All														
2	2	2	Yes	FXNEWS	HTC Cable	06/19/23	06/25/23	0	0	2	2	2	2	2	2	18:00:00	24:00:00	10	50.00	500.00	00:00:30	All														
3	2	2	Yes	FXNEWS	HTC Cable	06/19/23	06/25/23	0	0	2	2	2	2	2	2	06:00:00	10:00:00	10	35.00	350.00	00:00:30	All														
Totals:																			30		\$1,050.00															

Order Summary

Total Spots		Total Cost		Average Spot Cost (Gross)		Average Spot Cost (Net)	
Spots	Cost	Gross	Net	Total	Paid	Total	Paid
30	\$1,050.00	\$1,050.00	\$722.92	\$35.00	0.00	\$24.10	0.00

Spot Month Totals

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2023	0	0	0	0	0	30	0	0	0	0	0	0
	.00	.00	.00	.00	.00	1,050.00	.00	.00	.00	.00	.00	.00

Client Media Listing

Id	Name	Start Date	Start Time	Stop Date	Stop Time
1	NBD23061401H	06/14/23	00:00:00	06/25/23	24:00:00
2	NBD23061401H	06/14/23	00:00:00	06/25/23	24:00:00

Order Detail

Contract: 814
Order: 1 of 1
Client: 82 - Never Back Down
Agency: 33 - AxMedia
Rep. Firm: 1 - NCC

Acct. Exec.: Amodio, Katie
Send Bill To: RepFirm
Contract Status: Future
Contract Dates: 06/26/23 to 07/02/23
Order Entry: 06/16/23 Rev 0, 06/16/23

Order Dates: 06/26/23 to 07/02/23
Order Type: Order
Comm. Type: Future
Revenue Type: Political
Product Type: Political

Billing Period:
Billing Type: Broadcast
Package Fee Average: \$.00
Estimate Id: 5709
Rep Order #: 63106564
Agency Product Code: 716

Line	Pri	Pre	Make	Le	Good	Network	Zone	Date	Date	Stop	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Start	Stop	Total	Spot	Spot	Total	Spot	Prog	Media	Weights																					
								Start	Start	Time								Time	Time	Spots	Cost	Cost	Cost	Length	Type	Id(s)																						
1	2	2	Yes			FXNEWS	HTC Cable	06/26/23	07/02/23		2	2	2	2	2	2	0	06:00:00	18:00:00	12	20.00	240.00	00:00:30	All																								
2	2	2	Yes			FXNEWS	HTC Cable	06/26/23	07/02/23		2	2	2	2	2	2	0	18:00:00	24:00:00	12	50.00	600.00	00:00:30	All																								
3	2	2	Yes			FXNEWS	HTC Cable	06/26/23	07/02/23		2	2	2	2	2	2	0	06:00:00	10:00:00	12	35.00	420.00	00:00:30	All																								
Totals:																							36		\$1,260.00																							

Order Summary

Total Spots Paid		Total Cost		Average Spot Cost (Gross)		Average Spot Cost (Net)	
36	0	\$1,260.00	\$867.51	\$35.00	0.00	\$24.10	0.00

Package Fee Summary		Added Fee Summary	
Jan	Feb	Jan	Feb
\$.00	\$.00	\$.00	\$.00
Mar	Apr	Mar	Apr
\$.00	\$.00	\$.00	\$.00
May	Jun	May	Jun
\$.00	\$.00	\$.00	\$.00
Jul	Aug	Jul	Aug
\$.00	\$.00	\$.00	\$.00
Sep	Oct	Sep	Oct
\$.00	\$.00	\$.00	\$.00
Nov	Dec	Nov	Dec
\$.00	\$.00	\$.00	\$.00
Contract Total		Contract Total	
\$.00		\$.00	

Spot Month Totals

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2023	0	0	0	0	0	0	0	0	0	0	0	0
	.00	.00	.00	.00	.00	.00	1,260.00	.00	.00	.00	.00	.00

Client Media Listing

Id	Name	Start Date	Start Time	Stop Date	Stop Time
No media selected or active.					

Ampersand Cable System Order

Order #	63106564	Flight Dates	06/26/23 - 07/01/23	Update Date	06/14/23
Syscode	6957	Agency	AxMedia	Version	1 Vs. 1
System Name	Intellistrand/Myrtle Beach, SC	Advertiser	Never Back Down	Show All Lines	
Market	Florence, SC	Client Code	563	Total # of Weeks	1
AE	Amanda Williams	Product Code	716	Total	\$1,260.00
Sales Coordinator	Emily Malyszka	Est Code	5709	Commission	\$189.00
Office	Dallas	Product Name	2024 Awareness	Net Total	\$1,071.00
Phone	(214) 932-2910	Credit Status	Cash in Advance	Total Spots	36
Status	Accepted	Primary Demo	Adults 35+	Affiliate Split	100.0
Survey	DMA Nielsen Live+SD 2BK Jun22+Jul22	Makegood Policy	Approval Required	Sold On	Cost Per Point
				GRP	43.2
				CPP	\$29.00
				GIMP	36420
				CPM	\$34.60

Comments :	6/14 NEW ORDER. PLEASE REVIEW AND CONFIRM. THANKS!				
------------	--	--	--	--	--

Line	Net	Program	Start Date	Stop Date	Start Time	Stop Time	M	T	W	T	F	S	S	RTG	IMP	Total Spots	Unit Cost	Total Cost	Spot Len	Line Comment
1	FXNC	FXNC DT	6/26/23	7/2/23	06:00	18:00	X	X	X	X	X			1.00	879	12	\$20.00	\$240.00	30	NCR
2	FXNC	FXNC PT	6/26/23	7/2/23	18:00	24:00	X	X	X	X	X			1.50	1246	12	\$50.00	\$600.00	30	NCR
3	FXNC	FXNC EM	6/26/23	7/2/23	06:00	10:00	X	X	X	X	X			1.10	910	12	\$35.00	\$420.00	30	NCR

		Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Total
SPOTS		36	0	0	0	0	0	0	0	0	0	0	0	36
AMT		\$1,260.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,260.00

SYSTEM APP: SALES ACCT Date Printed 06/14/23

63106564 | Florence, SC | Intellistrand/Myrtle Beach, SC | 6957 |