

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, HMS, 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: Hulsen Media Services

Agency name: Hulsen Media Services

Address: 2400 Laramie Trail

Contact: Kristin Black

Phone number: 512-827-7427

Email: kristin@hulsenmedia.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: American Cancer Society Cancer Action Network

Address: 655 15th Street, NW, Suite 503 Washington, DC 20005

Contact:

Phone number: (202) 661-5700

Email:

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.):

Karen E. Knudsen, MBA, PhD (CEO)
 Lisa Lacasse, MBA (President)
 Kimberly L. Jeffries Leonard, PhD (Chair of the Board)
 John J. Manna, Jr., Esq (Vice Chair)
 Scarlett K. Mueller, MPH, RN, FAAN (Secretary)
 Kay Coleman (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:

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: <u>Kristin Black</u>	Signature: <u>Van Williams</u>
Name: <u>Kristin Black</u>	Name: <u>Van Williams</u>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <u>4/1/24</u>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 4/1/24

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 #: <u>350 3394</u>	Station Call Letters: <u>WLOX</u>	Date Received/Requested: <u>4/1/24</u>
Est. #: <u>3710</u>	Station Location: <u>Biloxi, MS</u>	Run Start and End Dates: <u>4/2-4/8/24</u>

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.

DUPLICATE INVOICE



WLOX
Send All Correspondence to:
208 Debuys Road
Biloxi, MS 39531
Sales T & C: www.gray.tv/advertising
Main: (228) 896-1313
Billing: (228) 896-0774

Property	WLOX		
Invoice #	3503394-1	Order #	3503394
Invoice Date	04/14/24	Alt Order #	WOC14606055
Invoice Month	April 2024	Deal #	
Invoice Period	04/01/24 - 04/08/24	Flight Dates	04/01/24 - 04/08/24
Advertiser	American Cancer Society Cancer Action Network		
Product	Issue		
Estimate #	3710		
Account Executive	Van Williams		
Sales Office	Biloxi National		
Sales Region	National		
Agency Code	9915247		
Advertiser Code	398		
Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling			
Agency Ref	157991		
Advertiser Ref	607574		
Product 1	385		
Product 2			

Billing Address:

Hulsen Media Services
Attention: Richard Reiter
2400 Laramie Trail
Austin, TX 78745

Send Payment To:

WLOX
PO Box 14200
Tallahassee, FL 32317-4200

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																				
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We warrant that the actual broadcast information shown on this invoice was taken from the program log. The station does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at the link located above on this invoice.

DUPLICATE INVOICE

Send Payment To:

WLOX
PO Box 14200
Tallahassee, FL 32317-4200



Invoice #	3503394-1	Invoice Month	April 2024
Invoice Date	04/14/24	Invoice Period	04/01/24 - 04/08/24
Advertiser	American Cancer Society Cancer Action Network		
Product	Issue		
Estimate #	3710		

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6	04/01/24	04/07/24	8:30 AM-9:00 AM	8:30 AM-9:00 AM	-----1	:30	1	\$110.00	NM																																												
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Total Spots							11																																														

Payment Terms 30 Days

<u>Gross Total</u>	\$4,695.00
<u>Agency Commission</u>	\$704.25
<u>Net Amount Due</u>	\$3,990.75
<u>Invoice Balance as of 04/16/24 10:33:34 AM CT</u>	\$0.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log. The station does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at the link located above on this invoice.