

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

I, Darius Mitchell, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

- FEDERAL CANDIDATE
 STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Darius Mitchell for President

Authorized committee:

Agency requesting time (and contact information):

N/A

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

President

Date of election:

1/23/2024

General

Primary

Treasurer of candidate's authorized committee:

Darius Mitchell

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

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

Candidate/Committee/Agency	Station Representative
Signature: <u>Darius Mitchell</u>	Signature: <u>Jim McGowan</u>
Name: <u>Darius Mitchell</u>	Name: <u>Jim McGowan</u>
Date of Request to Purchase Ad Time: <u>1/10/2024</u>	Date of Station Agreement to Sell Time: <u>1/10/24</u>

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Darius Mitchell

Name:

Darius Mitchell

Date:

1/10/2024

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

Yes

No

Date ad received:

1/11/24

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

Federal candidate certification signed (above):

Yes

No

N/A

Disposition:

Accepted

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*

Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

waiting for...

Contract #:

331442

Station Call Letters:

WBOS FM

Date Received/Requested:

1/10/24

Est. #:

N/A

Station Location:

WALTHAM

Run Start and End Dates:

1/13 - 1/17/24

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.



Darius Mitchell for President
 Attention: Accounts Payable
 380 Lafayette Road, Unit 11
 Seabrook, New Hampshire 03874

Advertiser: Darius Mitchell for President
 Order #: 193273941890
 Contract #: 331442
 Date Entered: 01/12/2024
 Last Modified: 01/12/2024
 Product:
 Salesperson: James McGowan
 Billing Cycle: Broadcast Standard
 Estimate #:

Order Date Range: 01/13/2024 through 01/14/2024 (1 weeks)
 Media Outlets: WBOS-FM

On-Air Schedule

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	01/13/24-01/14/24	WBOS-FM	06:00AM-07:00PM	60	--	--	--	--	--	X	X	5	40.00	5	200.00
2	01/13/24-01/14/24	WBOS-FM	06:00AM-07:00PM	30	--	--	--	--	--	X	X	5	35.00	5	175.00

Station Totals

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Net Billing
WBOS-FM	10	0	0	0	\$375.00	\$375.00
Totals	10	0	0	0	\$375.00	\$375.00

Total Charges: \$375.00
Total Net: \$375.00

Special Billing

Projected Billing By Broadcast Standard Month

Month	Year	Gross Billing	Net Billing
January	2024	\$375.00	\$375.00
Totals		\$375.00	\$375.00

Accepted for ..

Accepted for advertiser OR agency as agent for the advertiser

 Name

 Title

 Name

 Title

Darius Mitchell (MLK Weekend)

From: Jim McGowan
 Phone: (508) 472-6301
 Email: Jim.McGowan@bbj.com
 1/11/2024 11:33 AM



Flight Dates: 01/13/2024 - 01/15/2024

Demo: P 18+

Radio Market: BOSTON

Survey: DEC23 / NOV23 / OCT23

Geography: Metro

ScheduleDescription:

MLK Weekend

	Daypart	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gis	CPM
Radio Total		40		\$56.25	\$2,250.00	0.2%	\$375.00	6.0	100%	100%	4.3%	173,900	1.4	248,000	\$9.07
WBOT-FM		10		\$37.50	\$375.00	0.1%	\$375.00	1.0	17%	17%	1.1%	44,400	1.3	59,000	\$6.36
MLK Weekend Schedule - 1 wk (01/08)															
One Week Total		10		\$37.50	\$375.00	0.1%	\$375.00	1.0	17%	17%	1.1%	44,400	1.3	59,000	\$6.36
	Sa-Su 6A-7P	5	60	\$50.00	\$250.00	0.1%	\$500.00	0.5	50%	67%	0.6%	25,800	1.1	29,500	\$8.47
	Sa-Su 6A-7P	5	30	\$25.00	\$125.00	0.1%	\$250.00	0.5	50%	33%	0.6%	25,800	1.1	29,500	\$4.24
WBOS-FM		10		\$37.50	\$375.00	0.1%	\$375.00	1.0	17%	17%	0.6%	25,800	1.2	32,000	\$11.72
MLK Weekend Schedule - 1 wk (01/08)															
One Week Total		10		\$37.50	\$375.00	0.1%	\$375.00	1.0	17%	17%	0.6%	25,800	1.2	32,000	\$11.72
	Sa-Su 6A-7P	5	60	\$37.50	\$375.00	0.1%	\$375.00	1.0	17%	17%	0.6%	25,800	1.2	32,000	\$11.72
	Sa-Su 6A-7P	5	30	\$40.00	\$200.00	0.1%	\$400.00	0.5	50%	53%	0.4%	14,500	1.1	16,000	\$12.50
	Sa-Su 6A-7P	5	30	\$35.00	\$175.00	0.1%	\$350.00	0.5	50%	47%	0.4%	14,500	1.1	16,000	\$10.94
WKLB-FM		10		\$62.50	\$625.00	0.2%	\$312.50	2.0	33%	28%	1.1%	44,100	1.4	62,000	\$10.08
MLK Weekend Schedule - 1 wk (01/08)															
One Week Total		10		\$62.50	\$625.00	0.2%	\$312.50	2.0	33%	28%	1.1%	44,100	1.4	62,000	\$10.08
	Sa-Su 6A-7P	5	60	\$62.50	\$625.00	0.2%	\$312.50	2.0	33%	28%	1.1%	44,100	1.4	62,000	\$10.08
	Sa-Su 6A-7P	5	30	\$75.00	\$375.00	0.2%	\$375.00	1.0	50%	60%	0.6%	26,200	1.2	31,000	\$12.10
	Sa-Su 6A-7P	5	30	\$50.00	\$250.00	0.2%	\$250.00	1.0	50%	40%	0.6%	26,200	1.2	31,000	\$8.06
WROR-FM		10		\$87.50	\$875.00	0.2%	\$437.50	2.0	33%	39%	1.7%	68,600	1.4	95,000	\$9.21
MLK Weekend Schedule - 1 wk (01/08)															
One Week Total		10		\$87.50	\$875.00	0.2%	\$437.50	2.0	33%	39%	1.7%	68,600	1.4	95,000	\$9.21
	Sa-Su 6A-7P	5	60	\$87.50	\$875.00	0.2%	\$437.50	2.0	33%	39%	1.7%	68,600	1.4	95,000	\$9.21

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: BOSTON; DEC23 / NOV23 / OCT23; Metro; Sa-Su 6A-7P; P 18+; See Detailed Sourcing Page for Complete Details.
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Darius Mitchell (MLK Weekend)

From: Jim McGowan
 Phone: (508) 472-6301
 Email: Jim.McGowan@bbdfl.com
 1/11/2024 11:33 AM



Daypart	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIS	CPM
WROR-FM (continued)														
Sa-Su 6A-7P	5	60	\$100.00	\$500.00	0.2%	\$500.00	1.0	50%	57%	1.0%	40,500	1.2	47,500	\$10.53
Sa-Su 6A-7P	5	30	\$75.00	\$375.00	0.2%	\$375.00	1.0	50%	43%	1.0%	40,500	1.2	47,500	\$7.89

The first demo listed is the Primary Demo.

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Darius Mitchell (MLK Weekend)

From: Jim McGowan
 Phone: (508) 472-6301
 Email: Jim.McGowan@bbgj.com
 1/11/2024 11:33 AM



Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs	CPM
Radio Total	40	\$56.25	\$2,250.00	0.2%	\$375.00	6.0	100%	100%	4.3%	173,900	1.4	248,000	\$9.07
WBQT-FM	10	\$37.50	\$375.00	0.1%	\$375.00	1.0	17%	17%	1.1%	44,400	1.3	59,000	\$6.36
WBOS-FM	10	\$37.50	\$375.00	0.1%	\$375.00	1.0	17%	17%	0.6%	25,800	1.2	32,000	\$11.72
WKLB-FM	10	\$62.50	\$625.00	0.2%	\$312.50	2.0	33%	28%	1.1%	44,100	1.4	62,000	\$10.08
WROR-FM	10	\$87.50	\$875.00	0.2%	\$437.50	2.0	33%	39%	1.7%	68,600	1.4	95,000	\$9.21

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

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Detailed Sourcing Summary

Radio Market: BOSTON
Survey: Average of Nielsen Radio December 2023, Nielsen Radio November 2023, Nielsen Radio October 2023
Geography: Metro
Daypart: Saturday-Sunday 6A-7P

Demo/Intab/Population:

	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Age/Gender				
Adults 18+ (Primary)	4,066,100	4,066,100	1,596	1,470

Stations: User Selected

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AOH unrounded rating in the Metro survey area. Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one panelist.

PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Description Website:

<http://description.nielsen.com>

Rating Reliability Estimator:

<https://re.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/PP6/2023DEC/0013/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2023NOV/0013/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2023OCT/0013/pdfs/SpecialNotices.pdf>

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