

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):

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: 	Signature: <i>Douglas Catalanello</i>
Name:	Name:
Date of Request to Purchase Ad Time:	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:

Extended Order until 4/12/24

Contract #: 2659151	Station Call Letters: WINS-AM, WINS-FM and WNEW-FM HD3	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates: 2/29/24-4/12/24

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.

ORDER

Orders
Order / Rev: 2659151
 Alt Order #: _____
 Product Desc: LTCAP
 Estimate: _____
 Flight Dates: 02/29/24 - 04/12/24
 Original Date / Rev: 03/28/24 / 03/28/24
 Order Type: POLITICAL-ISSUE

New York WINS-FM
 Primary AE: Rebecca Levine
 Sales Office: L-NY
 Sales Region: Local

Agency
Name: Red Horse Strategies
 Buying Contact: _____
 Billing Contact: Matt Rey
310 West 43rd Street
New York, NY 10036

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 0%

Advertiser
Name: Long Term Care Advocacy Project
 Demographic: M25-54
 Product Codes: Issues/Propositions (POL)
 Revenue Code 1: AGY
 Revenue Code 2: POL
 Revenue Code 3: POL-ISS
 Priority: ISSUE

New Business End: _____
 Advertiser External ID: 1037789
 Agency External ID: 4042321
 Unit Code: Issue - Local
 Order Separation: 00:45:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/31/24	66	\$58,080.00	\$58,080.00
04/01/24	04/12/24	30	\$26,400.00	\$26,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	66	\$58,080.00	\$58,080.00	0.00
April 2024	30	\$26,400.00	\$26,400.00	0.00
Totals	96	\$84,480.00	\$84,480.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rebecca Levine	L-NY	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WINS	02/29/24	03/31/24	M-F 6a-10a M-F 6a-10a	CM	6a-10a	33333--	:30	15	\$880.00	ISSUI	0.00	NM	66	\$58,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/24	03/03/24	---33--					6	\$880.00		0.00			
		Week: 03/04/24	03/10/24	33333--					15	\$880.00		0.00			
		Week: 03/11/24	03/17/24	33333--					15	\$880.00		0.00			
		Week: 03/18/24	03/24/24	33333--					15	\$880.00		0.00			
		Week: 03/25/24	03/31/24	33333--					15	\$880.00		0.00			
N 2	WINS	04/01/24	04/12/24	M-F 6a-10a M-F 6a-10a	CM	6a-10a	33333--	:30	15	\$880.00	ISSUI	0.00	NM	30	\$26,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	33333--					15	\$880.00		0.00			
		Week: 04/08/24	04/14/24	33333--					15	\$880.00		0.00			
													Totals	96	\$84,480.00