

ORDER

Philadelphia's Inspiration Station

WPPZ-FM

Orders

Order / Rev: 475707

Alt Order #: _____

Product Desc: PA Primary- State Rep 200th District

Estimate: _____

Flight Dates: 05/14/18 - 05/15/18

Original Date / Rev: 05/09/18 / 05/09/18

Order Type: GENERAL

Primary AE: J. Roger Powe

Sales Office: L-PHI

Sales Region: Local

Agency

Name: Chris Rabb for State Rep

Buying Contact: Linda Lewis

Billing Contact: _____

PO Box 59202

Philadelphia, PA 19102

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 0%

Advertiser

Name: Chris Rabb for State Rep

Demographic: A25-54

Product Codes: Political Candidate

Priority: 10

Revenue Code 1: DIR

Revenue Code 2: POLITICAL

Revenue Code 3: POL-CAND

New Business Thru: _____

Order Separation: 00:30:00

Advertiser External ID: _____

Agency External ID: _____

Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/15/18	6	\$180.00	\$180.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	6	\$180.00	\$180.00	0.00
Totals	6	\$180.00	\$180.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
J. Roger Powe			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
N 1	WPPZ	05/14/18	05/15/18	M-F AM Drive M-F	CM	6a-10a	1-----	:30	1	\$30.00	10	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	05/14/18	05/20/18	1-----		1			\$30.00			0.00			
N 2	WPPZ	05/14/18	05/15/18	M-F PM Drive M-F	CM	3p-7p	2-----	:30	2	\$30.00	10	0.00	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	05/14/18	05/20/18	2-----		2			\$30.00			0.00			
N 3	WPPZ	05/14/18	05/15/18	M-F AM Drive M-F	CM	6a-10a	-1-----	:30	1	\$30.00	10	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	05/14/18	05/20/18	-1-----		1			\$30.00			0.00			
N 4	WPPZ	05/14/18	05/15/18	M-F PM Drive M-F	CM	3p-7p	-2-----	:30	2	\$30.00	10	0.00	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	05/14/18	05/20/18	-2-----		2			\$30.00			0.00			
Totals													6	\$180.00	

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: RADIOONE (WPPZ 107.9 -WRNB 100.3)	Date: 5/9/2018
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I, Chris Rabb,
 being/on behalf of: Chris Rabb for State Representative,
 a legally qualified candidate of the Democratic
 political party for the office of: State Representative - 200th District
 in the Primary
 election to be held on: May 15, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Schedule attached					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Chris Rabb for State Representative

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Amadee Braxton

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

5/9/18



Date

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

J. Roger Powell
Signature

J. Roger Powell
Printed Name

Sr. Integrated Media Specialist
Title

Chris Rabb for State Rep - 200th (v2)

TAPSCAN

From: J. Roger Powe

Phone: (973) 953-3763

Email: jpowe@radio-one.com

5/9/2018 10:37 AM

Flight Dates: 05/11/2018 - 05/15/2018

Demo: P 21+

Radio Market: PHILADELPHIA

Survey: MAR18

Geography: Metro

ScheduleDescription:

PA Democratic Primary for State Rep 200th District

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gis
Radio Total			12		\$41.67	\$500.00	0.2%	\$172.41	2.9	100%	100%	1.8%	75,000	1.5	110,000
WRNB-FM			6		\$53.33	\$320.00	0.4%	\$139.13	2.3	79%	64%	1.6%	62,800	1.4	90,700
Mon-Tues - 1 wk (05/14)															
			6		\$53.33	\$320.00	0.4%	\$139.13	2.3	79%	64%	1.6%	62,800	1.4	90,700
One Week Total			6		\$53.33	\$320.00	0.4%	\$139.13	2.3	79%	64%	1.6%	62,800	1.4	90,700
	M 6A-10A		1	30	\$40.00	\$40.00	0.3%	\$133.33	0.3	13%	13%	0.3%	11,100	1.0	11,100
	M 3P-7P		2	60	\$60.00	\$120.00	0.4%	\$150.00	0.8	35%	38%	0.7%	26,600	1.2	32,400
	Tu 6A-10A		1	60	\$40.00	\$40.00	0.2%	\$200.00	0.2	9%	13%	0.2%	10,000	1.0	10,000
	Tu 3P-7P		2	30	\$60.00	\$120.00	0.5%	\$120.00	1.0	43%	38%	0.7%	30,100	1.2	37,200
WPZZ-FM			6		\$30.00	\$180.00	0.1%	\$300.00	0.6	21%	36%	0.4%	14,800	1.3	19,300
Mon-Tues - 1 wk (05/14)															
			6		\$30.00	\$180.00	0.1%	\$300.00	0.6	21%	36%	0.4%	14,800	1.3	19,300
One Week Total			6		\$30.00	\$180.00	0.1%	\$300.00	0.6	21%	36%	0.4%	14,800	1.3	19,300
	M 6A-10A		1	30	\$30.00	\$30.00	0.1%	\$300.00	0.1	17%	17%	0.1%	3,800	1.0	3,800
	M 3P-7P		2	60	\$30.00	\$60.00	0.1%	\$300.00	0.2	33%	33%	0.2%	6,300	1.1	7,200
	Tu 6A-10A		1	30	\$30.00	\$30.00	0.1%	\$300.00	0.1	17%	17%	0.1%	3,100	1.0	3,100
	Tu 3P-7P		2	60	\$30.00	\$60.00	0.1%	\$300.00	0.2	33%	33%	0.1%	4,500	1.2	5,200

The lists demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: PHILADELPHIA, MAR18, Metro, Multiple Dayparts Used, P 21+, See Detailed Sourcing Page for Complete Details.

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Chris Rabb for State Rep - 200th (v2)

TAPSCAN

From: J. Roger Powe

Phone: (973) 953-3763

Email: jpowe@radio-one.com

5/9/2018 10:37 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	12	\$41.67	\$500.00	0.2%	\$172.41	2.9	100%	100%	1.9%	75,000	1.5	110,000	\$4.53
WRNB-FM	6	\$53.33	\$320.00	0.4%	\$139.13	2.3	78%	64%	1.8%	62,800	1.4	90,700	\$3.53
WPPZ-FM	6	\$30.00	\$180.00	0.1%	\$300.00	0.6	21%	36%	0.4%	14,800	1.3	19,300	\$9.38

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.

This report was created in TAPSCAN using the following Radio Information: PHILADELPHIA: MAR18; Metro: Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.

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Detailed Sourcing Summary

Radio Market: PHILADELPHIA

Survey: Nielsen Radio March 2018

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Age/Gender				
Adults 21+ (Primary)	4,017,900	4,032,100	1,555	1,368

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.

Enooded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist and an Average Weekly Cumme Rating of at least .495 during the Monday - Sunday 6am - Midnight daypart for the survey period.

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.audition.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 (cumme) growth model.

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://ire.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/Pdf/2018MAR/0007/pdfs/SpecialNotices.pdf>

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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INVOICE



WPPZ-FM
Two Bala Plaza
Suite 700
Bala Cynwyd, PA 19004
Main: (610) 538-1100
Billing: (610) 538-1086

PraisePhilly.com

Billing Address:

Chris Rabb for State Rep
Attention: Accounts Payable
PO Box 59202
Philadelphia, PA 19102

Send Payment To:

WPPZ-FM
PO Box 603441
Charlotte, NC 28260-3441

Invoice #	Invoice Date	Invoice Month	Invoice Period
475707-1	05/20/18	May 2018	04/30/18 - 05/15/18

Property	Account Executive	Sales Office	Sales Region
WPPZ-FM	J. Roger Powe	Local Philadelphia	Local

Advertiser	Product	Estimate Number
Chris Rabb for State Rep	PA Primary- State Rep 200	

Flight Dates	Order #	Alt Order #
05/14/18 - 05/15/18	475707	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	05/14/18	05/15/18	M-F	6a-10a	3-----	:30	3	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/14/18 05/20/18 3----- 3 \$30.00									
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
3	WPPZ	M	05/14/18	6:21 AM	M-F	6a-10a	:30	CHRIS RABB_CLIENT	\$30.00 NM
2	WPPZ	M	05/14/18	7:41 AM	M-F	6a-10a	:30	CHRIS RABB_CLIENT	\$30.00 NM
1	WPPZ	M	05/14/18	8:41 AM	M-F	6a-10a	:30	CHRIS RABB_CLIENT	\$30.00 NM
3	05/14/18	05/15/18	M-F	6a-10a	-3-----	:30	3	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/14/18 05/20/18 -3----- 3 \$30.00									
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
3	WPPZ	Tu	05/15/18	6:18 AM	M-F	6a-10a	:30	CHRIS RABB_CLIENT	\$30.00 NM
1	WPPZ	Tu	05/15/18	8:39 AM	M-F	6a-10a	:30	CHRIS RABB_CLIENT	\$30.00 NM
2	WPPZ	Tu	05/15/18	9:55 AM	M-F	6a-10a	:30	CHRIS RABB_CLIENT	\$30.00 NM
Total Spots							6		

Payment Terms 30 Days

Net Total **\$180.00**

Invoice Balance as of 05/23/18 11:00:59 AM ET **\$0.00**