

## 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**

<b>Station and Location:</b> WLCS-FM	<b>Date:</b> 10-28-2019
---	----------------------------

I, KIMBERLY SIMS,

being/on behalf of: COMMITTEE TO RE-ELECT KIM SIMS a legally

qualified candidate of the NON-PARTISAN political

party for the office of: MAYOR

in the MUSKEGON HEIGHTS, MICHIGAN

election to be held on: NOV 5TH, 2019

do hereby request station time as follows:

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

**Total Charges:** \$9600

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty box for listing matters of national importance]

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

COMMITTEE TO RE-ELECT KIM SIMS

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:

KIMBERLEY SIMS

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**

10/28  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Signature]  
Signature

RICH BERRY  
Printed Name

DOS  
Title



**PROPOSED SCHEDULE ON WLCB 98.3 FM**

**Re-Elect Kim Sims**

Date: 10/24/19

**WEEK 1**

RUN TIMES	MON 10/28	TUE 10/29	WED 10/30	THU 10/31	FRI 11/1	SAT 11/2	SUN 11/3
6A / 10A				1	1	1	
10A / 3P				1	1	1	1
3P / 7P				1	1	1	
6A / 12A							
<b>TOTAL:</b>		<b>10</b>		<b>Thirty Second Commercials (includes matching streaming schedule)</b>			
<b>WEEKLY INVESTMENT</b>		<b>\$60.00</b>		<b>Net</b>			

**WEEK 2**

RUN TIMES	MON 11/4	TUE 11/5	WED 11/6	THU 11/7	FRI 11/8	SAT 11/9	SUN 11/10
6A / 10A	1	1					
10A / 3P	1	1					
3P / 7P	1	1					
7P / 12A							
<b>TOTAL:</b>		<b>6</b>		<b>Thirty Second Commercials (includes matching streaming schedule)</b>			
<b>WEEKLY INVESTMENT</b>		<b>\$36.00</b>		<b>NET</b>			

<b>WEEKS</b>	<b>GRAND TOTAL:</b>	<b>16</b>	<b>Thirty Second Commercials</b>
<i>(Includes matching streaming schedule)</i>			
<b>TOTAL INVESTMENT:</b>		<b>\$96.00</b>	<b>NET</b>

Authorized Signature

ANDREW SIMS SR 03/10  
KIMBERLY GREEN-SIMS  
185 W BARNEY AVE  
MUSKEGON HEIGHTS, MI 49444

5073

74-8325/2724  
000001

10/28/19

Date

CHECK NUMBER

Pay to the  
Order of

Cumulative Radio \$ 300.00  
Three Hundred and 00/100

Rollers  
Details on back

FAMILY FINANCIAL  
CREDIT UNION

37711  
18711

FOR

Radio spots  
Klin

⑆ 272483251⑆ ⑆ 130000023907⑆ 5073

Member Since

# ORDER

**Orders**  
**Order / Rev:** 293221  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** Political Advertising  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 10/30/19 - 11/05/19  
**Original Date / Rev:** 10/28/19 / 10/29/19  
**Order Type:** GENERAL

**WLCS-FM**  
**Primary AE:** Rich Berry  
**Sales Office:** L-MUS  
**Sales Region:** Local

**Agency**  
**Name:** Committee to Re-Elect Kim Sims  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
PO Box 4935  
Muskegon Heights, MI 49444

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

**Advertiser**  
**Name:** Committee to Re-Elect Kim Sims  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** DIR  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-LR

**New Business Thru:** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/19	10/31/19	3	\$15.00	\$15.00
11/01/19	11/05/19	13	\$65.00	\$65.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2019	3	\$15.00	\$15.00	0.00
November 2019	13	\$65.00	\$65.00	0.00
<b>Totals</b>	<b>16</b>	<b>\$80.00</b>	<b>\$80.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rich Berry			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	WLCS	10/30/19	11/05/19	M-Su Extended Prime M-Su	CM	6:00 AM-10:00 AM (6:00 AM-10:00 AM)	---TFS-	:30	3	\$5.00	P-50	0.00	NM	5	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/28/19	11/03/19	---TFS-		3				\$5.00		0.00			
		Week: 11/04/19	11/10/19	MT-----		2				\$5.00		0.00			
N 2	WLCS	10/30/19	11/05/19	M-Su Extended Prime M-Su	CM	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	---TFSS	:30	4	\$5.00	P-50	0.00	NM	6	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/28/19	11/03/19	---TFSS		4				\$5.00		0.00			
		Week: 11/04/19	11/10/19	MT-----		2				\$5.00		0.00			
N 3	WLCS	10/30/19	11/05/19	M-Su Extended Prime M-Su	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	---TFS-	:30	3	\$5.00	P-50	0.00	NM	5	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/28/19	11/03/19	---TFS-		3				\$5.00		0.00			
		Week: 11/04/19	11/10/19	MT-----		2				\$5.00		0.00			
													<b>Totals</b>	<b>16</b>	<b>\$80.00</b>

# ORDER

**Orders**  
**Order / Rev:** 293240  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** Political Streaming  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 10/31/19 - 11/05/19  
**Original Date / Rev:** 10/28/19 / 10/29/19  
**Order Type:** DIG

**WLCS-FM Digital**

**Primary AE:** Rich Berry  
**Sales Office:** L-MUS  
**Sales Region:** Local

**Agency**  
**Name:** Committee to Re-Elect Kim Sims  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
PO Box 4935  
Muskegon Heights, MI 49444

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

**Advertiser**  
**Name:** Committee to Re-Elect Kim Sims  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** DIR  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-LR  
**Priority:** P-100

**New Business Thru:** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_  
**Unit Code:** General  
**Order Separation:** 00:00:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/19	10/31/19	1	\$8.00	\$8.00
11/01/19	11/05/19	1	\$8.00	\$8.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2019	0	\$8.00	\$8.00	0.00
November 2019	0	\$8.00	\$8.00	0.00
<b>Totals</b>	<b>0</b>	<b>\$16.00</b>	<b>\$16.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rich Berry	L-MUS	Local	Start Of Order - End Of Order	100%

**WLCS-FM**

Ln	Start	End	Inventory Code	Imp. Booked	Rate	Rate Type	Amount
N 1	10/31/19	10/31/19	In-Stream Replacement A In-Stream :30	0	\$8.00	Flat Fee	\$8.00
N 2	11/01/19	11/05/19	In-Stream Replacement A In-Stream :30	0	\$8.00	Flat Fee	\$8.00
<b>Totals</b>							<b>\$16.00</b>