

# Confirmation



Heartland Comm Grp LLC -  
 PO BOX 309  
 EAGLE RIVER, WI 54521  
 715-479-4451

Contract # 14025  
 Date Entered 04/04/24  
 Sales Person \*.House House  
 Billing Cycle Calendar  
 Revenue Source Local-Political  
 Revenue Type Political  
 Conflict 1 POLITICAL  
 Product AD SCHEDULE  
 Contract 04/08/24 - 04/15/24

CHERYL RUNKEL (P)  
 PO BOX 45  
 BOULDER JUNCTION WI 54512

Station	Date/Time	Schedule	Len	Rate	Qty	Total
WRJO-FM	04/08/24-04/15/24 10:00-10:30	1,1,1,1,1,1,1 All Weeks	00:30	4.00	8	32.00
WERL-AM	04/08/24-04/15/24 10:00-10:30	1,1,1,1,1,1,1 All Weeks	00:30	4.00	8	32.00
WCYE-FM	04/08/24-04/15/24 10:00-10:30	1,1,1,1,1,1,1 All Weeks	00:30	4.00	8	32.00
WNWX-FM	04/08/24-04/15/24 10:00-10:30	1,1,1,1,1,1,1 All Weeks	00:30	4.00	8	32.00
<b>Total</b>						<b>128.00</b>

Station Summary	Count	Gross	Net
WRJO-FM	8	32.00	32.00
WERL-AM	8	32.00	32.00
WCYE-FM	8	32.00	32.00
WNWX-FM	8	32.00	32.00

Projected Billing	Count	Gross	Net	
April	2024	32	128.00	128.00
		<b>32</b>	<b>128.00</b>	<b>128.00</b>



**P.O. Box 309**  
**Eagle River, Wisconsin 54521**  
**PHONE (715) 479-4451**  
**FAX (715) 479-6511**

CLIENT Cheryl Runkel  
 AGENCY \_\_\_\_\_  
 ADDRESS PO Box 45  
 Cty/St/Zip Boulder Junction, WI 54512  
 PHONE \_\_\_\_\_  
 FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_  
 CONTACT \_\_\_\_\_  
 SALES REP HOUSE  
 CO-OP \_\_\_\_\_  
 PRODUCT POLITICAL

	<b>WRJO</b>	Purchase Order#			
DATE	04/04/24				
Start Date	End Date	CART	RATE	Wks	I.D.
04/08/24	04/15/24		4.00		
CART #'S			AD TITLE(S) TRAFFIC / ROTATION INSTRUCTIONS		
Contract Description					

Week Of	Time Period	Crt#	Length	Mon	Tue	Wed	Thr	Fri	Sat	Sun	WT	Rate	TOTAL
04/08/24	10am		30	1	1	1	1	1	1	1	7	4.00	28.00
04/15/24	10am		30	1							1	4.00	4.00

TOTAL NUMBER OF ADS                      TOTAL INVESTMENT →                      32.00

Special Traffic Instructions: \_\_\_\_\_

<input type="checkbox"/>	NET	<input type="checkbox"/>	CASH
<input type="checkbox"/>	GROSS RATE	<input type="checkbox"/>	CHECK
<input checked="" type="checkbox"/>	CALENDAR	<input type="checkbox"/>	CHARGE
<input type="checkbox"/>	BROADCAST	<input checked="" type="checkbox"/>	BILL
<input type="checkbox"/>	AFFIDAVIT	<input type="checkbox"/>	TRADE
<input type="checkbox"/>	NOTARIZED	<input type="checkbox"/>	SHOPPING SHOW
<input type="checkbox"/>	NEW CLIENT	<input type="checkbox"/>	CANCEL
<input type="checkbox"/>	13-52 WEEK SCH	<input type="checkbox"/>	PAID IN FULL
<input type="checkbox"/>	\$1000 or MORE	<input type="checkbox"/>	BONUS

*This Agreement is not valid until approved by the Station General Manager. Station reserves right to require advance payment, refuse or discontinue advertising or program matter at its own discretion.*

*By authorizing this Agreement, the Advertiser hereby acknowledges that he/she has read, understands and accepts the "Heartland Communications Group Advertising Terms and Conditions" on the accompanying page.*

Accepted By Station

Accepted By Advertiser

# WERL

PHONE (715) 479-6511  
 FAX (715) 479-6511

CLIENT Cheryl Runkel  
 AGENCY \_\_\_\_\_  
 ADDRESS PO Box 45  
 Cty/St/Zip Boulder Junction, WI 54512  
 PHONE \_\_\_\_\_  
 FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_  
 CONTACT \_\_\_\_\_  
 SALES REP HOUSE  
 CO-OP \_\_\_\_\_  
 PRODUCT POLITICAL

DATE	<b>WRJO</b>	Purchase Order#				
Start Date	04/04/24	CART	RATE	Wks	I.D.	Account #
04/08/24	04/15/24		4.00			
CART #'S		AD TITLE(S) TRAFFIC / ROTATION INSTRUCTIONS				
Contract Description						

Week Of	Time Period	Crt#	Length	Mon	Tue	Wed	Thr	Fri	Sat	Sun	WT	Rate	TOTAL
04/08/24	10am		30	1	1	1	1	1	1	1	7	4.00	28.00
04/15/24	10am		30	1							1	4.00	4.00

TOTAL NUMBER OF ADS 7                      TOTAL INVESTMENT → 32.00

Special Traffic Instructions:	<input type="checkbox"/>	NET	<input type="checkbox"/>	CASH
	<input type="checkbox"/>	GROSS RATE	<input type="checkbox"/>	CHECK
	<input checked="" type="checkbox"/>	CALENDAR	<input type="checkbox"/>	CHARGE
	<input type="checkbox"/>	BROADCAST	<input checked="" type="checkbox"/>	BILL
	<input type="checkbox"/>	AFFIDAVIT	<input type="checkbox"/>	TRADE
	<input type="checkbox"/>	NOTARIZED	<input type="checkbox"/>	SHOPPING SHOW
	<input type="checkbox"/>	NEW CLIENT	<input type="checkbox"/>	CANCEL
	<input type="checkbox"/>	13-52 WEEK SCH	<input type="checkbox"/>	PAID IN FULL
	<input type="checkbox"/>	\$1000 or MORE	<input type="checkbox"/>	BONUS

*This Agreement is not valid until approved by the Station General Manager. Station reserves right to require advance payment, refuse or discontinue advertising or program matter at its own discretion. By authorizing this Agreement, the Advertiser hereby acknowledges that he/she has read, understands and accepts the "Heartland Communications Group Advertising Terms and Conditions" on the accompanying page.*

Accepted By Station \_\_\_\_\_ Accepted By Advertiser \_\_\_\_\_

WCFE

CLIENT Cheryl Runkel  
 AGENCY  
 ADDRESS PO Box 45  
 Cty/St/Zip Boulder Junction, WI 54512  
 PHONE  
 FAX  
 E-MAIL  
 CONTACT  
 SALES REP HOUSE  
 CO-OP  
 PRODUCT POLITICAL

PHONE (715) 479-4404  
 FAX (715) 479-6511

DATE	04/04/24	Purchase Order#				
Start Date	End Date	CART	RATE	Wks	I.D.	Account #
04/15/24	04/22/24		4.00			
CART #'S		AD TITLE(S) TRAFFIC / ROTATION INSTRUCTIONS				
Contract Description						

Week Of	Time Period	Crt#	Length	Mon	Tue	Wed	Thr	Fri	Sat	Sun	WT	Rate	TOTAL
04/15/24	10am		30	1	1	1	1	1	1	1	7	4.00	28.00
4/22/24	10am		30	1							1	4.00	4.00

TOTAL NUMBER OF ADS 8 TOTAL INVESTMENT → 32.00

Special Traffic Instructions:

<input type="checkbox"/>	NET	<input type="checkbox"/>	CASH
<input type="checkbox"/>	GROSS RATE	<input type="checkbox"/>	CHECK
<input checked="" type="checkbox"/>	CALENDAR	<input type="checkbox"/>	CHARGE
<input type="checkbox"/>	BROADCAST	<input checked="" type="checkbox"/>	BILL
<input type="checkbox"/>	AFFIDAVIT	<input type="checkbox"/>	TRADE
<input type="checkbox"/>	NOTARIZED	<input type="checkbox"/>	SHOPPING SHOW
<input type="checkbox"/>	NEW CLIENT	<input type="checkbox"/>	CANCEL
<input type="checkbox"/>	13-52 WEEK SCH	<input type="checkbox"/>	PAID IN FULL
<input type="checkbox"/>	\$1000 or MORE	<input type="checkbox"/>	BONUS

*This Agreement is not valid until approved by the Station General Manager. Station reserves right to require advance payment, refuse or discontinue advertising or program matter at its own discretion. By authorizing this Agreement, the Advertiser hereby acknowledges that he/she has read, understands and accepts the "Heartland Communications Group Advertising Terms and Conditions" on the accompanying page.*

Accepted By Station \_\_\_\_\_ Accepted By Advertiser \_\_\_\_\_

# WNBX

CLIENT Cheryl Runkel  
 AGENCY \_\_\_\_\_  
 ADDRESS PO Box 45  
 City/St/Zip Boulder Junction, WI 54512  
 PHONE \_\_\_\_\_  
 FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_  
 CONTACT \_\_\_\_\_  
 SALES REP HOUSE  
 CO-OP \_\_\_\_\_  
 PRODUCT POLITICAL

PHONE (715) 479-7722  
 FAX (715) 479-6511

DATE	<b>WRJO</b>	Purchase Order#			Account #
04/04/24					
Start Date	End Date	CART	RATE	Wks	I.D.
04/15/24	04/22/24		4.00		
CART #'S		AD TITLE(S) TRAFFIC / ROTATION INSTRUCTIONS			
Contract Description					

Week Of	Time Period	Crt#	Length	Mon	Tue	Wed	Thr	Fri	Sat	Sun	WT	Rate	TOTAL
04/15/24	10am		30	1	1	1	1	1	1	1	7	4.00	28.00
4/22/24	10am		30	1							1	4.00	4.00

TOTAL NUMBER OF ADS 8 TOTAL INVESTMENT → 32.00

Special Traffic Instructions:

<input type="checkbox"/>	NET	<input type="checkbox"/>	CASH
<input type="checkbox"/>	GROSS RATE	<input type="checkbox"/>	CHECK
<input checked="" type="checkbox"/>	CALENDAR	<input type="checkbox"/>	CHARGE
<input type="checkbox"/>	BROADCAST	<input checked="" type="checkbox"/>	BILL
<input type="checkbox"/>	AFFIDAVIT	<input type="checkbox"/>	TRADE
<input type="checkbox"/>	NOTARIZED	<input type="checkbox"/>	SHOPPING SHOW
<input type="checkbox"/>	NEW CLIENT	<input type="checkbox"/>	CANCEL
<input type="checkbox"/>	13-52 WEEK SCH	<input type="checkbox"/>	PAID IN FULL
<input type="checkbox"/>	\$1000 or MORE	<input type="checkbox"/>	BONUS

*This Agreement is not valid until approved by the Station General Manager. Station reserves right to require advance payment, refuse or discontinue advertising or program matter at its own discretion.*  
*By authorizing this Agreement, the Advertiser hereby acknowledges that he/she has read, understands and accepts the "Heartland Communications Group Advertising Terms and Conditions" on the accompanying page.*

\_\_\_\_\_  
Accepted By Station

\_\_\_\_\_  
Accepted By Advertiser

## 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> WRJO      WNWK      Eagle River WCYE      WERL	<b>Date:</b> 4-4-24
---	------------------------

I, Cheryl Ruckel

being/on behalf of: \_\_\_\_\_

a legally qualified candidate of the WI 7<sup>th</sup> District

political party for the office of: \_\_\_\_\_

in the <sup>Primary</sup> \_\_\_\_\_

election to be held on: 11-5-24

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	10Am	14		7	2

**Attach proposed schedule with charges (if available): SEE ORDER**

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

Cheryl Runkel

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:

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**

\* April 11st 2004  
Date

\* Cheryl A Runkel  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

Trish Keeley  
Signature

Trish Keeley  
Printed Name

Gen. Sales Manager  
Title