

## 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: <u>WL10-NBC-Lima</u>	Date: <u>11/3/17</u>
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I, KEITH CHENEY

being/on behalf of: KEITH CHENEY, a legally

qualified candidate of the \_\_\_\_\_ political

party for the office of: MAYOR

in the CITY OF LIMA

election to be held on: NOVEMBER 7, 2017

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		11/4-11/7 see Attached			

Total Charges:

Gr: \$2130

Net \$1810.50

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

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

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:

Lynn Vernik

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).

**To Be Signed By Candidate or Authorized Committee**

11/3/17      [Signature]  
Date      Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Kevin Creamer      Kevin Creamer      Pres./GM  
Signature      Printed Name      Title

**CONTRACT**

**Lima Communications Corp.**  
**1424 Rice Ave**  
**Lima, OH 45805**  
**(419)228-8835**

And:

**Keith Cheney for Mayor**  
**2081 W. Elm Street**  
**Lima, OH 45805**

<u>Contract / Revision</u> 193912 /		<u>Alt Order #</u>
<u>Product</u> Cheyner for Mayor		
<u>Contract Dates</u> 11/04/17 - 11/07/17		<u>Estimate #</u>
<u>Advertiser</u> Keith Cheney for Mayor		<u>Original Date / Revision</u> 11/03/17 / 11/03/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WLIO	<u>Account Executive</u> LIMA HOUSE HOU	<u>Sales Office</u> Local-Lima, OH
<u>Special Handling</u> Political		
<u>Demographic</u> Adults 25-54		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLIO	11/04/17	11/04/17	Notre Dame Football	Wake Forest @ Nc		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/30/17	11/05/17	-----4-	4			\$100.00					
N 2	WLIO	11/06/17	11/07/17	Access Hollywood	5a-530a		:30				NM	2	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/06/17	11/12/17	11-----	2			\$5.00					
N 3	WLIO	11/06/17	11/07/17	First Edition	6a-7a		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/06/17	11/12/17	11-----	2			\$75.00					
N 4	WLIO	11/06/17	11/07/17	Days of Our Lives	1p-2p		:30				NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/06/17	11/12/17	11-----	2			\$55.00					
N 5	WLIO	11/06/17	11/07/17	Harry Connick Jr.	Harry Connick Jr.		:30				NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/06/17	11/12/17	11-----	2			\$15.00					
N 6	WLIO	11/06/17	11/07/17	Dr. Phil	3P-4P		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/06/17	11/12/17	11-----	2			\$20.00					
N 7	WLIO	11/06/17	11/06/17	Judge Judy	4p-4:30p		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/06/17	11/12/17	1-----	1			\$20.00					
N 8	WLIO	11/06/17	11/06/17	Judge Judy	4:30p-5p		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/06/17	11/12/17	1-----	1			\$20.00					
N 9	WLIO	11/06/17	11/06/17	Inside Edition	5P-530P		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/06/17	11/12/17	1-----	1			\$45.00					
N 10	WLIO	11/06/17	11/06/17	Entertainment Tonight	530p-5:57p		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/06/17	11/12/17	1-----	1			\$45.00					
N 11	WLIO	11/06/17	11/06/17	The Voice	8p-10p		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/06/17	11/12/17	2-----	2			\$300.00					
N 12	WLIO	11/06/17	11/06/17	The Brave	10p-11p		:30				NM	1	\$175.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate on the basis of race or ethnicity.



**Lima Communications Corp.**  
**1424 Rice Ave**  
**Lima, OH 45805**  
**(419)228-8835**

<u>Contract / Revision</u> 193912 /		<u>Alt Order #</u>
<u>Contract Dates</u> 11/04/17 - 11/07/17	<u>Product</u> Cheyner for Mayor	<u>Estimate #</u>
<u>Advertiser</u> Keith Cheney for Mayor		<u>Original Date / Revision</u> 11/03/17 / 11/03/17

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	1-----				1	\$175.00				
N 13	WLIO	11/06/17	11/07/17	Noon Edition	12p-1p		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	11-----				2	\$30.00				
N 14	WLIO	11/06/17	11/06/17	Your News Now @ 6p	6p-630p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	1-----				1	\$275.00				
N 15	WLIO	11/06/17	11/06/17	Your News Now @ 11p	11p-1135p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	1-----				1	\$150.00				
Totals								0.00				25	\$2,130.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/17 - 11/07/17	25	\$2,130.00	(\$319.50)	\$1,810.50
<b>Totals</b>	25	\$2,130.00	(\$319.50)	\$1,810.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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