

Buy Detail Report

Revision #:

Date: 3/31/2021

Client: PHRMA
 Media: Radio
 Product: 2021
 Market: Washington, DC
 Primary Demo: Adults 18+
 Separation between spots: 30

Description: DC Radio April 19-23
 Flight Start Date: 4/19/2021 05:00 AM
 Flight End Date: 4/23/2021 04:59 AM
 Buyer: Michael Eyerman

Vendor: WTOP-FM
 Lockbox #005431
 P.O. Box 645431
 Cincinnati, OH 45264-5431

Phone: 202-895-5033
 Fax: 202-895-5140
 Format: All News

Daypart Program	STN Gross	Days	Mon Dur	Tue Dur	Wed Dur	Thu Dur	Fri Dur	Sat Dur	Sun Dur	Total Spots	Adults 18+ Rtg/CPP	Gross Margin
WTOP-FM												
MTUWTHF 6:00a-10:00a	\$1,500.00		30	2	2	2	2	2	2	10	0.6	18.0 %
										30	\$2,500.00	18.0 %
MTUWTHF 10:00a-3:00p	\$600.00		30	2	2	2	2	2	2	10	0.5	18.0 %
										30	\$1,200.00	18.0 %
MTUWTHF 3:00p-6:00p	\$1,200.00		30	2	2	2	2	2	2	10	0.6	18.0 %
										30	\$2,000.00	17.6 %
Total Spots:				6	6	6	6	6	6	30		
Total GRP/GIMP(000):			3.4	3.4	3.4	3.4	3.4	3.4	3.4	17.0		
Total CPP/CPM:										\$1,941.18		
Total Cost:	\$33,000.00									30		
Station Monthly Summary												
APR 21	\$33,000.00									30		
Total Cost:	\$33,000.00									30		
Market Totals:										30		
										30	17.6 %	
Total GRP/GIMP(000):			3.4	3.4	3.4	3.4	3.4	3.4	3.4	17.0		
Total CPP/CPM:										\$1,941.18		
Total Cost:	\$33,000.00									30		

**ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM**

I, Horsepower Media, 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: PhRMA

Agency name: Horsepower Media

Address: 817 Slaters Lane, Alexandria, VA 22314

Contact: Michael Eyerman

Phone number:

Email: michael@natmedia.com

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: PhRMA

Address: 950 F St NW, Suite 300, Washington, DC 20004

Contact: Tracey Merchant

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

Tracey Merchant - Vice President & Controller

Stephen Ubl, Paul Aines, Richard Moscicki, Lori M. Reilly, James Stansel, Jennifer Bryant, Debra DeShong

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: <i>[Handwritten Signature]</i>	Signature: <i>[Handwritten Signature]</i>
Name: <i>John Ferreri agent for P&G</i>	Name: <i>Skip Quast</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>3/31/2021</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *3/31/2021*

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:

Contract #: <i>51819</i>	Station Call Letters: <i>WTOP, WTLP, WWWT</i>	Date Received/Requested: <i>3/31/2021</i>
Est. #: <i>13801</i>	Station Location: <i>Washington DC</i>	Run Start and End Dates: <i>4/9-23, 2021</i>

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.