

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, National Association of Broadcasters, 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: National Association of Broadcasters

Agency name: n/a

Address:

Contact:

Phone number:

Email:

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: National Association of Broadcasters

Address: 1 M Street SE, Washington, D.C. 20003

Contact: Michelle Lehman

Phone number: (202) 429-5350

Email: mlehman@nab.org

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.):

NAB Executive Committee: Perry Sook, Nexstar Media Group, Inc.; Ramona Alexander, WDBD Jackson, Miss.; David Santrella, Salem Media Group; Curtis LeGeyt, National Association of Broadcasters; John Zimmer, Zimmer Radio of Mid-Missouri, Inc.; Kristopher Jones, Fox Corp.; Chris Ornelas, Beasley Media Group; Kevin Perry, Perry Broadcasting; Collin Jones, Cumulus Media Inc.; Lynn Beall, TEGNA; Pat LaPlatney, Gray Television; Chris Ripley, Sinclair Broadcast Group, Inc.

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

Consumer access to AM radio in automobiles

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>Michelle Lehman</i>	Signature: <i>Jenny James</i>
Name: Michelle Lehman	Name: <b>JENNY JAMES</b>
Date of Request to Purchase Ad Time: <b>4/24/24</b>	Date of Station Agreement to Sell Time: <b>4/24/24</b>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: **4/24/24**

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <b>749288</b>	Station Call Letters: <b>KTAL-FM</b>	Date Received/Requested: <b>4/24/24</b>
Est. #: <b>N/A</b>	Station Location: <b>SHREVEPORT, LA</b>	Run Start and End Dates: <b>4/25/24-4/29/24</b>

**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.

# ORDER



**Orders**  
**Order / Rev:** 749288  
**Alt Order #:**  
**Product Desc:** NAB Keep AM on Radios  
**Estimate:**  
**Flight Dates:** 04/25/24 - 04/29/24  
**Original Date / Rev:** 04/24/24 / 04/24/24  
**Order Type:** CONTROLLED

**KTAL-FM**  
**Primary AE:** House Shreveport  
**Sales Office:** L-SHV  
**Sales Region:** Local

**Agency Name:** NAB (D)  
**Buying Contact:**  
**Billing Contact:**  
 1771 N Street NW  
 Washington, DC 20036

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

**Advertiser Name:** NAB (D)  
**Demographic:** HH  
**Product Codes:** Radio  
**Revenue Code 1:** Direct Business  
**Revenue Code 2:** Spot  
**Revenue Code 3:** General Revenue  
**Priority:** P-10

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:28:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/28/24	24	\$0.00	\$0.00
04/29/24	04/29/24	6	\$0.00	\$0.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	24	\$0.00	\$0.00	0.00
May 2024	6	\$0.00	\$0.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Shreveport			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	KTAL	04/25/24	04/29/24	Sign-On/Sign-Off Mo-Su 12a-12m	CM	12a-12m	M--TFSS	:30	42	\$0.00	P-04	0.00	NM	30	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	---TFSS					24	\$0.00		0.00			
		Week: 04/29/24	05/05/24	M-----					6	\$0.00		0.00			
													<b>Totals</b>	<b>30</b>	<b>\$0.00</b>

# Spot Manager: Placed, 04/25/24-04/29/24

Channels (Booked): KTTA      Date      Air Time      Length      Advertiser      Ad-ID      Rate (Est)

Advertiser: NAB (D)

Channel	Date	Air Time	Length	Advertiser	Ad-ID	Rate (Est)
[1] KTTA	04/28/24	12:18:00 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/29/24	12:48:00 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/25/24	1:48:00 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/26/24	1:48:30 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/25/24	2:47:00 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/26/24	2:47:30 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/27/24	3:34:00 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/25/24	3:47:00 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/26/24	3:47:30 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/29/24	4:47:00 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/26/24	4:47:30 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/28/24	6:49:15 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/28/24	7:37:45 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/27/24	9:50:00 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/28/24	10:37:30 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/27/24	10:50:00 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/29/24	11:51:00 AM	:30	NAB (D)		\$0.00
[1] KTTA	04/27/24	12:37:00 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/26/24	1:37:30 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/27/24	1:49:15 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/28/24	2:20:30 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/29/24	2:51:00 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/29/24	3:51:00 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/28/24	4:20:30 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/29/24	6:51:00 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/27/24	8:49:15 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/25/24	8:51:00 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/25/24	9:51:00 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/26/24	10:20:00 PM	:30	NAB (D)		\$0.00
[1] KTTA	04/25/24	10:50:30 PM	:30	NAB (D)		\$0.00

\$0.00  
\$0.00  
\$0.00

Sorted by: Air Time