

## 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>WZLW-TV CLEVELAND OH</u>	Date: <u>10/3/2017</u>
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I, Buying Time LLC

being/on behalf of: Frank G. Jackson

a legally qualified candidate of the Democratic

political party for the office of: Cleveland OH Mayor

in the General

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
		AS	ORDERED		

*SEE ATTACHED*

Attach proposed schedule with charges (if available): \$ 2025.00 1721.25 net

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

Frank G. Jackson For A Better Cleveland

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:

Scott C. Finerman

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***

10/3/2017

Date



Signature

***To Be Signed By Station Representative***

Accepted

Accepted in Part

Rejected

  
Signature

Valerie D. Brooks  
Printed Name

S.R.A.E.  
Title

# Frank G Jackson 4ABetterCLE REVISED 9.12



From: Valerie Brooks  
 Phone: (216) 774-0919  
 Email: vbrooks@radio-one.com  
 9/12/2017 3:29 PM

Daypart/Ad Type	DP Code/Ad Placement	Spots/Units	Length/Size	Unit Rate	Total Cost	P 18+		P 25-54		P 35-64		P 18+		P 25-54		P 35-64		Average Rating	
						Frequency	Frequency	Frequency	Frequency	Schedule Cume Persons	Schedule Cume Persons	Schedule Cume Persons	Schedule Cume Persons	Average Rating					
<b>WENZ-FM (continued)</b>																			
M-Tu 10A-3P		4	60	\$80.00	\$320.00	1.3	1.3	1.4	1.4	80,200	43,700	36,600	0.5%	0.6%	0.6%	0.5%			
M-Tu 3P-7P		4	60	\$150.00	\$600.00	1.3	1.4	1.4	1.4	91,200	49,000	41,500	0.6%	0.8%	0.8%	0.6%			
		<b>173</b>		<b>\$65.29</b>	<b>\$11,295.00</b>	<b>5.0</b>	<b>4.6</b>	<b>6.2</b>		<b>460,600</b>	<b>244,600</b>	<b>242,800</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.9%</b>			
Flight A - 5 wks (10/02, 10/09, 10/16, 10/23, 10/30)																			
<b>One Week Total</b>																			
M-F 6A-10A	AM	5	60	\$70.00	\$350.00	1.4	1.4	1.4	1.4	99,700	55,600	64,100	0.6%	0.7%	0.7%	0.8%			
M-F 10A-3P	MD	5	60	\$80.00	\$400.00	1.4	1.4	1.5	1.5	142,100	73,100	84,100	0.9%	0.9%	0.9%	1.2%			
M-F 3P-7P	PM	5	60	\$135.00	\$675.00	1.4	1.4	1.5	1.5	151,900	77,000	92,900	1.0%	1.0%	1.0%	1.3%			
M-F 7P-12M	EVE	5	60	\$30.00	\$150.00	1.3	1.2	1.3	1.3	116,900	62,300	68,400	0.5%	0.5%	0.5%	0.7%			
Sa 6A-10A	SA1	2	60	\$25.00	\$50.00	1.2	1.2	1.2	1.2	22,500	10,500	16,800	0.3%	0.3%	0.3%	0.5%			
Sa 10A-3P	SA2	2	60	\$60.00	\$120.00	1.2	1.2	1.2	1.2	56,200	24,000	34,500	0.7%	0.7%	0.7%	1.0%			
Sa 3P-7P	SA3	1	60	\$65.00	\$65.00	1.0	1.0	1.0	1.0	51,500	22,400	29,100	0.8%	0.8%	0.7%	1.0%			
Su 6A-10A	SU1	1	60	\$20.00	\$20.00	1.0	1.0	1.0	1.0	22,000	8,500	11,300	0.3%	0.2%	0.2%	0.3%			
Su 10A-3P	SU2	2	60	\$50.00	\$100.00	1.2	1.2	1.2	1.2	47,700	21,000	27,500	0.6%	0.6%	0.4%	0.7%			
Su 3P-7P	SU3	2	60	\$25.00	\$50.00	1.2	1.2	1.3	1.3	45,400	20,400	26,300	0.6%	0.6%	0.6%	0.8%			
Sa 7P-12M	SA4	1	60	\$30.00	\$30.00	1.0	1.0	1.0	1.0	45,900	20,400	26,200	0.5%	0.5%	0.5%	0.7%			
Su 7P-12M	SU4	1	60	\$15.00	\$15.00	1.0	1.0	1.0	1.0	35,900	17,200	20,000	0.4%	0.4%	0.4%	0.6%			
Flight B - 1 wk (11/06)																			
<b>One Week Total</b>																			
M-Tu 6A-10A		13		\$90.00	\$1,170.00	1.9	1.9	2.1	2.1	155,600	82,300	92,000	0.7%	0.8%	0.8%	1.0%			
M-Tu 10A-3P		4	60	\$70.00	\$280.00	1.4	1.4	1.4	1.4	60,500	33,400	39,500	0.5%	0.6%	0.6%	0.7%			
M-Tu 3P-7P		4	60	\$80.00	\$320.00	1.4	1.4	1.5	1.5	89,700	45,000	55,300	0.8%	0.8%	0.8%	1.1%			
M 7P-12M		4	60	\$135.00	\$540.00	1.5	1.5	1.5	1.5	96,400	50,000	61,600	1.0%	1.0%	1.0%	1.3%			
		<b>189</b>		<b>\$50.93</b>	<b>\$9,625.00</b>	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>		<b>42,700</b>	<b>23,000</b>	<b>25,700</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.7%</b>			

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: CLEVELAND; JUL17 / JUN17 / MAY17; Metro; Multiple Dayparts Used; Multiple Demos Used; See Detailed Sourcing Page for Complete Details.  
 This report was created in TAPSCAN using the following NTR information: Multiple Demos Used; See Detailed Sourcing Page for Complete Details.  
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# CONTRACT



**WZAK-FM**  
 6555 Carnegie Avenue  
 Suite 100  
 Cleveland, OH 44103-4619  
 Billing Fax: (216) 361-1605  
 (216) 579-1111

<http://wzakcleveland.com>

And:

**Buying Time Media, LLC**  
 Attention: David Outen  
 650 Massachusetts, NW  
 Suite 210  
 Washington, DC 20001

<u>Contract / Revision</u> 421907D /		<u>Alt Order #</u>
<u>Product</u> General Election 2017		
<u>Contract Dates</u> 10/12/17 - 10/18/17		<u>Estimate #</u> Flight 2
<u>Advertiser</u> Frank G. Jackson for A Better Cleveland		<u>Original Date / Revision</u> 10/11/17 / 10/11/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WZAK-FM	<u>Account Executive</u> Christal Philadelphia	<u>Sales Office</u> National Philade
<u>Special Handling</u> AE Delivery		
<u>Demographic</u> Adults 25-54		
<u>Agency Ref</u>	<u>Advertiser Ref</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	WZAK	10/12/17	10/18/17	M-F AM Drive	6a-10a		1:00				NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/09/17	10/15/17	---11--				2	\$70.00				
	Week:	10/16/17	10/22/17	111----				3	\$70.00				
N 2	WZAK	10/12/17	10/18/17	M-F Midday	10a-3p		1:00				NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/09/17	10/15/17	---11--				2	\$80.00				
	Week:	10/16/17	10/22/17	111----				3	\$80.00				
N 3	WZAK	10/12/17	10/18/17	M-F PM Drive	3p-7p		1:00				NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/09/17	10/15/17	---11--				2	\$135.00				
	Week:	10/16/17	10/22/17	111----				3	\$135.00				
N 4	WZAK	10/12/17	10/18/17	M-F Evening	7p-12a		1:00				NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/09/17	10/15/17	---11--				2	\$30.00				
	Week:	10/16/17	10/22/17	111----				3	\$30.00				
N 5	WZAK	10/14/17	10/14/17	Sa AM	6a-10a		1:00				NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/09/17	10/15/17	-----2-				2	\$25.00				
N 6	WZAK	10/14/17	10/14/17	Sa Midday	10a-3p		1:00				NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/09/17	10/15/17	-----2-				2	\$60.00				
N 7	WZAK	10/14/17	10/14/17	Sa PM	3p-7p		1:00				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/09/17	10/15/17	-----1-				1	\$65.00				
N 8	WZAK	10/14/17	10/14/17	Sa Evening	7p-12a		1:00				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/09/17	10/15/17	-----1-				1	\$30.00				
N 9	WZAK	10/15/17	10/15/17	Su AM	6a-10a		1:00				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/09/17	10/15/17	-----1				1	\$20.00				
N 10	WZAK	10/15/17	10/15/17	Su Midday	10a-3p		1:00				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(\* 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 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.



**WZAK-FM**  
**6555 Carnegie Avenue**  
**Suite 100**  
**Cleveland, OH 44103-4619**  
**Billing Fax: (216) 361-1605**  
**(216) 579-1111**

<http://wzakcleveland.com>

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/09/17	10/15/17	-----2				2	\$50.00				
N 11	WZAK	10/15/17	10/15/17	Su PM	3p-7p		1:00				NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/09/17	10/15/17	-----2				2	\$25.00				
N 12	WZAK	10/15/17	10/15/17	Su Evening	7p-12a		1:00				NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/09/17	10/15/17	-----1				1	\$15.00				
<b>Totals</b>								<b>0.00</b>				<b>32</b>	<b>\$2,025.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/17 - 10/18/17	32	\$2,025.00	(\$303.75)	\$1,721.25
<b>Totals</b>	<b>32</b>	<b>\$2,025.00</b>	<b>(\$303.75)</b>	<b>\$1,721.25</b>

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

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