

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: WZLW-TV CLEVELAND OH	Date: 10/3/2017
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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
60's	Various	Sa-Tues	Non-preemptible	22x	1
		AS SEE ATTACHED	ORDERED		

1210 Gross

Attach proposed schedule with charges (if available): \$ 1078.50 net

Jackson Radio One Order 11.4-11.7

Demo Adults 35+
Date 11/03/2017

	Notes	Rate \$\$	DP Code	Unit Dur	Wk 1 Sat 10/28 '17	Wk 1 Adults 35+						Unit Tot
						Avg AQH Rtg	GRP	CPP	Rch %	Freq	Tot \$\$	
Total					45	2.8	124.0	20	67.5%	1.8	\$2500	45
CLEVELAND BLACK Sep17		\$2500			45	2.8	124.0	20	67.5%	1.8	\$2500	45
MSA CustRadio Black												
WENZ-FM		\$1165			18	1.8	32.7	36	25.4%	1.3	\$1165	18
M-F 6a-10a		\$100	AM	60	4	»2.3	9.2	43	6.7%	1.4	\$400	4
M-F 10a-3p		\$80	MD	60	3	»2.1	6.3	38	5.1%	1.2	\$240	3
M-F 3p-7p		\$150	PM	60	1	»2.1	2.1	71	2.1%	1.0	\$150	1
Sa 6a-10a		\$20	WK	60	1	»1.9	1.9	11	1.9%	1.0	\$20	1
Sa 10a-3p		\$50	WK	60	1	»1.9	1.9	26	1.9%	1.0	\$50	1
Sa 3p-7p		\$50	WK	60	2	»1.9	3.8	26	3.1%	1.2	\$100	2
Sa 7p-12m		\$20	WK	60	1	»0.8	0.8	25	0.8%	1.0	\$20	1
Su 6a-10a		\$20	WK	60	1	»1.5	1.5	13	1.5%	1.0	\$20	1
Su 10a-3p		\$50	WK	60	1	»1.5	1.5	33	1.5%	1.0	\$50	1
Su 3p-7p		\$50	WK	60	2	»1.5	3.0	33	2.5%	1.2	\$100	2
Su 7p-12m		\$15	WK	60	1	»0.7	0.7	21	0.7%	1.0	\$15	1
WZAK-FM		\$1210			22	4.1	89.8	13	56.8%	1.6	\$1210	22
M-F 6a-10a		\$70	AM	60	4	»3.2	12.8	22	9.3%	1.4	\$280	4
M-F 10a-3p		\$80	MD	60	4	»5.9	23.6	14	17.6%	1.3	\$320	4
M-F 3p-7p		\$135	PM	60	1	»6.4	6.4	21	6.4%	1.0	\$135	1

428116
ASC

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 P. Bous
Printed Name

Sr. A.E.
Title

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> 428116C /		<u>Alt Order #</u>
<u>Product</u> Final Flight		
<u>Contract Dates</u> 11/04/17 - 11/07/17		<u>Estimate #</u> Mayoral Election 11.7
<u>Advertiser</u> Frank G. Jackson for A Better Cleveland		<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> WZAK-FM	<u>Account Executive</u> Christal Philadelphia	<u>Sales Office</u> National Philade
<u>Special Handling</u> AE Delivery		
<u>Demographic</u> Adults 18+		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WZAK	11/06/17	11/07/17	M-F AM Drive	6a-10a		1:00				NM	4	\$280.00
		<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	22-----				4	\$70.00				
N 2	WZAK	11/06/17	11/07/17	M-F Midday	10a-3p		1:00				NM	4	\$320.00
		<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	22-----				4	\$80.00				
N 3	WZAK	11/06/17	11/06/17	M-F PM Drive	3p-7p		1:00				NM	1	\$135.00
		<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	\$135.00				
N 4	WZAK	11/04/17	11/04/17	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:		10/30/17	11/05/17	-----2-				2	\$25.00				
N 5	WZAK	11/04/17	11/04/17	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:		10/30/17	11/05/17	-----2-				2	\$60.00				
N 6	WZAK	11/04/17	11/04/17	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:		10/30/17	11/05/17	-----1-				1	\$65.00				
N 7	WZAK	11/04/17	11/04/17	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:		10/30/17	11/05/17	-----1-				1	\$30.00				
N 8	WZAK	11/05/17	11/05/17	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:		10/30/17	11/05/17	-----1				1	\$20.00				
N 9	WZAK	11/05/17	11/05/17	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>				
Week:		10/30/17	11/05/17	-----2				2	\$50.00				
N 10	WZAK	11/05/17	11/05/17	Su PM	3p-7p		1:00				NM	3	\$75.00
		<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	-----3				3	\$25.00				
N 11	WZAK	11/05/17	11/05/17	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:		10/30/17	11/05/17	-----1				1	\$15.00				

(* 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 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.