

## 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

<b>Station and Location:</b> <u>WZLX-TV CLEVELAND OH</u>	<b>Date:</b> <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
<u>60</u>	<u>All</u>	<u>Thu-Fri</u>	<u>Non-Preemptible</u>		
		<u>AS</u>	<u>ORDERED</u>		
		<u>SEE ATTACHED</u>			

\$ 2075.6105

Attach proposed schedule with charges (if available): \$ 172.75 net

Frank G Jackson 4ABetterCLE REVISED 9.12



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

Flight Dates: 09/25/2017 - 11/07/2017  
 Demo: P 18+; P 25-54; P 35-64

ScheduleDescription:  
 Mayoral Primary

Radio Market: CLEVELAND  
 Survey: JUL17 / JUN17 / MAY17  
 Geography: Metro

NTR Market:  
 Survey:  
 Geography:  
 NTR Sourcing:

Daypart/Ad Type	DP Code/Ad Placement	Spots/Units	Length/Size	Unit Rate	Total Cost	Frequency	P 18+	P 25-54	P 35-64	P 18+	P 25-54	P 35-64	P 18+	P 25-54	P 35-64	Average Rating	Average Rating	Average Rating	
<b>Grand Total</b>		<b>499</b>		<b>\$64.36</b>	<b>\$32,365.00</b>														
Radio Total		310		\$73.35	\$22,740.00	4.7	4.9	6.0	813,300	406,600	375,600	375,600	0.6%	0.7%	0.7%	0.7%	0.7%	0.5%	
WENZ-FM		137		\$83.54	\$11,445.00	3.2	3.6	3.6	533,600	268,800	227,400	227,400	0.5%	0.7%	0.7%	0.7%	0.7%	0.5%	0.5%
Flight A - 5 wks (10/02, 10/09, 10/16, 10/23, 10/30)																			
One Week Total		125		\$81.00	\$10,125.00	3.0	3.3	3.4	533,600	268,800	227,400	227,400	0.5%	0.7%	0.7%	0.7%	0.7%	0.5%	0.5%
	M-F 6A-10A	25		\$81.00	\$2,025.00	1.7	1.8	1.8	288,500	148,400	125,500	125,500	0.5%	0.7%	0.7%	0.7%	0.7%	0.5%	0.5%
	M-F 10A-3P	5	60	\$100.00	\$500.00	1.3	1.4	1.4	102,100	62,300	53,500	53,500	0.5%	0.7%	0.7%	0.7%	0.7%	0.6%	0.6%
	M-F 3P-7P	5	60	\$80.00	\$400.00	1.2	1.3	1.3	138,800	75,000	62,800	62,800	0.5%	0.7%	0.7%	0.7%	0.7%	0.6%	0.5%
	Sa 10A-3P	1	60	\$150.00	\$750.00	1.3	1.3	1.3	163,800	86,000	69,800	69,800	0.7%	0.8%	0.8%	0.8%	0.8%	0.6%	0.6%
	Sa 3P-7P	2	60	\$50.00	\$50.00	1.0	1.0	1.0	54,300	31,200	26,900	26,900	0.5%	0.7%	0.7%	0.7%	0.7%	0.6%	0.6%
	Su 10A-3P	1	60	\$50.00	\$50.00	1.0	1.0	1.0	52,400	28,200	24,800	24,800	0.5%	0.7%	0.7%	0.7%	0.7%	0.5%	0.5%
	Su 3P-7P	2	60	\$50.00	\$100.00	1.2	1.2	1.2	53,800	26,700	23,500	23,500	0.6%	0.6%	0.6%	0.6%	0.6%	0.5%	0.5%
	Sa 7P-12M	1	60	\$20.00	\$20.00	1.0	1.0	1.0	49,900	26,100	21,700	21,700	0.5%	0.6%	0.6%	0.6%	0.6%	0.4%	0.4%
	Su 7P-12M	1	60	\$15.00	\$15.00	1.0	1.0	1.0	41,000	22,100	16,600	16,600	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%
	Sa 6A-10A	1	60	\$20.00	\$20.00	1.0	1.0	1.0	25,700	16,100	13,700	13,700	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
	Su 6A-10A	1	60	\$20.00	\$20.00	1.0	1.0	1.0	21,200	10,900	8,000	8,000	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Flight B - 1 wk (11/06)																			
One Week Total		12		\$110.00	\$1,320.00	1.6	1.7	1.7	147,900	81,000	69,900	69,900	0.5%	0.7%	0.7%	0.7%	0.7%	0.6%	0.6%
	M-Tu 6A-10A	4	60	\$100.00	\$400.00	1.3	1.4	1.4	63,000	42,000	37,100	37,100	0.4%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%

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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Frank G Jackson 4ABetterCLE REVISED 9.12



From: Valerie Brooks  
 Phone: (216) 774-0919  
 Email: vbrosks@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	Spots	Frequency	Spots	Frequency	Spots	Frequency	Spots	Frequency	Spots	Frequency	Spots		Frequency
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%	0.5%	0.6%	0.6%	0.7%	0.9%	
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%	0.7%	0.7%	0.7%	0.9%	
<b>WZAK-FM</b>		<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>0.7%</b>	<b>0.7%</b>	<b>0.9%</b>	
Flight A - 5 wks (10/02, 10/09, 10/16, 10/23, 10/30)																			
One Week Total																			
M-F 6A-10A	AM	5	60	\$70.00	\$350.00	1.4	1.4	1.4	1.4	99,700	55,600	54,100	0.6%	0.7%	0.7%	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%	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%	1.0%	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%	0.5%	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%	0.3%	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%	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%	0.8%	0.8%	0.8%	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%	0.3%	0.3%	0.3%	0.3%	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%	0.6%	0.6%	0.6%	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%	0.6%	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	28,200	0.5%	0.5%	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%	0.4%	0.4%	0.8%	
Flight B - 1 wk (11/06)																			
One Week Total																			
M-Tu 6A-10A		4	60	\$90.00	\$360.00	1.9	1.9	1.9	1.9	155,600	82,300	92,000	0.7%	0.8%	0.8%	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%	0.6%	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%	0.8%	0.8%	1.1%	
M 7P-12M		1	60	\$30.00	\$30.00	1.0	1.0	1.0	1.0	42,700	23,000	25,700	0.5%	0.5%	0.5%	0.5%	0.5%	0.7%	
<b>NTR Total</b>		<b>189</b>		<b>\$50.93</b>	<b>\$9,625.00</b>														

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From: Valerie Brooks  
 Phone: (216) 774-0919  
 Email: vbrosks@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+ Frequency	P 25-54 Frequency	P 35-54 Frequency	P 18+ Schedule Cume Persons	P 25-54 Schedule Cume Persons	P 35-54 Schedule Cume Persons	P 18+ Average Rating	P 25-54 Average Rating	P 35-54 Average Rating	
<b>WZAK-FM (continued)</b>															
Radio Station Total		189		\$50.93	\$9,625.00										
WJMO-AM		180		\$34.72	\$6,250.00										
Flight B - 5 wks (10/02, 10/09, 10/16, 10/23, 10/30)		5		\$375.00	\$1,875.00										
One Week Total		1		\$375.00	\$375.00										
RDS Messaging		1		\$375.00	\$375.00										
WJMO IN DASH ADS															
Flight C - 5 wks (10/02, 10/09, 10/16, 10/23, 10/30)		175		\$25.00	\$4,375.00										
One Week Total		35		\$25.00	\$875.00										
60 second commercials		35		\$25.00	\$875.00										
5x/day Mon-Sun 6a-7p															
WZAK-FM		5		\$375.00	\$1,875.00										
Flight B - 5 wks (10/02, 10/09, 10/16, 10/23, 10/30)		5		\$375.00	\$1,875.00										
One Week Total		1		\$375.00	\$375.00										
RDS Messaging		1		\$375.00	\$375.00										
WZAK In Dash Ads															
WENZ-FM		4		\$375.00	\$1,500.00										
Flight D - 4 wks (09/25, 10/02, 10/23, 10/30)		4		\$375.00	\$1,500.00										
One Week Total		1		\$375.00	\$375.00										
RDS Messaging		1		\$375.00	\$375.00										
WENZ IN DASH ADS															

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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

[Handwritten Signature]

Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Handwritten Signature]

Signature

Valerie M. Brooks

Printed Name

SA 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**  
**c/o Katz Media Gorup**  
**125 West 55th Street 3rd Floor**  
**New York, NY 10019**

<u>Contract / Revision</u> 423393B /		<u>Alt Order #</u>
<u>Product</u> General Election 2017		
<u>Contract Dates</u> 10/19/17 - 10/24/17		<u>Estimate #</u> Flight 3
<u>Advertiser</u> Frank G. Jackson for A Better Cleveland		<u>Original Date / Revision</u> 10/17/17 / 10/18/17
<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>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	10/19/17	10/24/17	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:	10/16/17	10/22/17	---11--				2	\$70.00				
	Week:	10/23/17	10/29/17	21-----				3	\$70.00				
N 2	WZAK	10/19/17	10/24/17	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:	10/16/17	10/22/17	---11--				2	\$135.00				
	Week:	10/23/17	10/29/17	12-----				3	\$135.00				
N 3	WZAK	10/19/17	10/24/17	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:	10/16/17	10/22/17	---21--				3	\$80.00				
	Week:	10/23/17	10/29/17	11-----				2	\$80.00				
N 4	WZAK	10/19/17	10/24/17	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:	10/16/17	10/22/17	---12--				3	\$30.00				
	Week:	10/23/17	10/29/17	11-----				2	\$30.00				
N 5	WZAK	10/21/17	10/21/17	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:	10/16/17	10/22/17	-----2-				2	\$25.00				
N 6	WZAK	10/21/17	10/21/17	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:	10/16/17	10/22/17	-----2-				2	\$60.00				
N 7	WZAK	10/21/17	10/21/17	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:	10/16/17	10/22/17	-----1-				1	\$65.00				
N 8	WZAK	10/21/17	10/21/17	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:	10/16/17	10/22/17	-----1-				1	\$30.00				
N 9	WZAK	10/22/17	10/22/17	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:	10/16/17	10/22/17	-----1				1	\$20.00				
N 10	WZAK	10/22/17	10/22/17	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**

<u>Contract / Revision</u> 423393B /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/19/17 - 10/24/17	<u>Product</u> General Election 2017	<u>Estimate #</u> Flight 3
<u>Advertiser</u> Frank G. Jackson for A B		<u>Original Date / Revision</u> 10/17/17 / 10/18/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/16/17	10/22/17	-----2				2	\$50.00				
N 11	WZAK	10/22/17	10/22/17	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:		10/16/17	10/22/17	-----2				2	\$25.00				
N 12	WZAK	10/22/17	10/22/17	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:		10/16/17	10/22/17	-----1				1	\$15.00				
<b>Totals</b>								0.00				32	\$2,025.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/17 - 10/24/17	32	\$2,025.00	(\$303.75)	\$1,721.25
<b>Totals</b>	32	\$2,025.00	(\$303.75)	\$1,721.25

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

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