

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Rural AM FM, 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:** Rural AM FM

**Agency name:** Rural AM FM

**Address:** 190 Monroe Ave, NW Suite 300, Grand Rapids , MU 49503

**Contact:** Hailey Simmons

**Phone number:** X

**Email:** hailey@ruralamfm.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:** Gun Owners of America Political Victory Fund

**Address:** 8001 Forbes Pl. Ste. 202, Springfield, Virginia 22151

**Contact:** Walter Olson

**Phone number:** X

**Email:** walterolson@mindspring.com

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.):**

John Velleco - Treasurer

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:** Patrick Morrisey

**Office(s) sought by such candidate(s) (no acronyms or abbreviations):** Governor

**Date of election:** 5/14/24

**Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:**

N/A

Gun Control / Second Amend.

**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.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: <i>Hailey Simmons</i>	Signature: <i>[Handwritten Signature]</i>
Name: Hailey Simmons	Name: <i>Jason Reed</i>
Date of Request to Purchase Ad Time: 5/8/2024	Date of Station Agreement to Sell Time: 5/8/24

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 5/8/24

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 #: <i>47251002: FM</i> n/a	Station Call Letters: <i>WJLS AM</i> <i>WJLS FM</i>	Date Received/Requested: <i>5/8/24</i>
Est. #: <i>1002</i>	Station Location: <i>BECKLEY, WV</i>	Run Start and End Dates: <i>5/8 - 5/14/24</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.

N/A. Free time. There are no rates, invoice, or classes of time related to this run of spots. See either the attached for information on when the spots aired or this station will upload this information as soon as it is available.

Salem Radio Network  
 Salem Media Group-SR/SMR  
 PO Box 206590  
 Dallas, TX 75320-6590

# Insertion Contract

Order #	47251002	Ver #	1	Rev #	2	# Wks	2	Page #	1
Date	5/8/24	Time	9:34AM	Start	5/6/24	End	5/19/24		
Advertiser	Gun Owners of America PVF	Product	Morrissey WJLS WEMM WOAY 5.8-5.14						
Salesperson	Charlie Weber	Salesperson Phone #	(972)402-8800 Ext(224)						
Sales Office	SMR (JIM Region)	Agency Phone	(517)240-7939						

Product Protection: \*Political-Issue Oth

Line #	Vehicle	Days & Times							May 6	May 7	May 13	May 20	May 27	Jun 3	Jun 10	Jun 17	Jun 24	Jul 1	Jul 8	Jul 15	Jul 22	Jul 29	Total Units	Len	Unit Rate	Extended Total	
		M	T	W	T	F	S	S																			
8	WJLS-FM	0	0	0	1	2	2	2	7														7	60	80.00	560	
	6AM-10AM																										
8	WJLS-FM	1	1	0	0	0	0	0	2														2	60	80.00	160	
	6AM-10AM																										
9	WJLS-FM	0	0	2	1	2	2	2	9														9	60	80.00	720	
	10AM-3PM																										
9	WJLS-FM	1	1	0	0	0	0	0	2														2	60	80.00	160	
	10AM-3PM																										
10	WJLS-FM	0	0	2	1	2	2	2	9														9	60	80.00	720	
	3PM-7PM																										
10	WJLS-FM	1	0	0	0	0	0	0	1														1	60	80.00	80	
	3PM-7PM																										
11	WJLS-FM	0	0	2	1	1	1	1	6														6	60	80.00	480	
	7PM-12M																										
Totals									31	5													36				
Weekly Units									31	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Weekly Gross \$									2480	400	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Air Time Total Gross:	\$2,880.00	Agency Commission:	\$864.00	Total Net	\$2,016.00
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\*Notes\*

- Adv: Gun Owners of America Political Victory Fund
- 30% agency commission
- Make goods within flight

SMR'S APPLICABLE COMMISSION WILL BE DEDUCTED FROM THE TOTAL NET AMOUNT  
 Order is Broadcast Calendar Billing. Please email signed insertion to insertions@srmradio.com  
 With approval of salesperson, make goods within flight only.  
 All orders require affidavits showing date and time spots aired, isci code, po# and/or estimate number.



SALEM MEDIA REPRESENTATIVES  
 SALEM RADIO NETWORK  
 SALEM PODCAST NETWORK  
 SALEM NEWS, INC.

Salem Radio Network  
 Salem Media Group-SRN/SMR  
 PO Box 206590  
 Dallas, TX 75320-6590

Accepted for Salem Radio Network:

Name

Title

# Insertion Contract

Advertiser Gun Owners of America PVF	Product Morrisey WJLS WEMM WOAY 5.8-5.14	Order # 47251002	Ver # 1	Rev #	# Wks 2	Page # 2
Salesperson Charlie Weber	Salesperson Phone # (972)402-8800 Ext(224)	Date 5/8/24	Time 9:34AM	Start 5/6/24	End 5/19/24	
Sales Office SMR (JMI Region)	Agency Phone (517)240-7939	Demos				

Product Protection: \*Political-Issue Oth

Accepted for Producer or Station:

*Jason Reed*  
 Name Title

*SR*

# ORDER



**Orders**  
**Order / Rev:** 774623  
**Alt Order #:** 47251002  
**Product Desc:** MorrisseyWJLS 5.8-5.14  
**Estimate:**  
**Flight Dates:** 05/08/24 - 05/14/24  
**Original Date / Rev:** 05/08/24 / 05/08/24  
**Order Type:** COMM

**Primary AE:** Jason Reed  
**Sales Office:** BECKL  
**Sales Region:** Local

**Agency Name:** Salem Media Group  
**Buying Contact:** Charlie Weber  
**Billing Contact:**  
 PO Box 206590  
 Dallas, TX 75320-6590

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Gun Owners of America PVF  
**Demographic:** HH  
**Product Codes:** PL03  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL ISS  
**Priority:** LROS

**New Business End:**  
**Advertiser External ID:** 111359  
**Agency External ID:** 110665  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/14/24	36	\$2,880.00	\$2,448.00

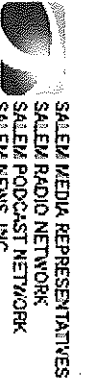
**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	36	\$2,880.00	\$2,448.00	0.00
<b>Totals</b>	<b>36</b>	<b>\$2,880.00</b>	<b>\$2,448.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jason Reed			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	WJLSF	05/08/24	05/14/24	M-Sun 6a-Mid 6:00 AM-10:00 AM	CM	6:00 AM-10:00 AM (6:00 AM-10:00 AM)	-----	1:00	0	\$80.00	LROE	0.00	NM	9	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/06/24	05/12/24	---TFSS		7		\$80.00		0.00					
		Week: 05/13/24	05/19/24	MT-----		2		\$80.00		0.00					
N 2	WJLSF	05/08/24	05/14/24	M-Sun 6a-Mid 10:00 AM-3:00 PM	CM	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	-----	1:00	0	\$80.00	LROE	0.00	NM	11	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/06/24	05/12/24	--WTFSS		9		\$80.00		0.00					
		Week: 05/13/24	05/19/24	MT-----		2		\$80.00		0.00					
N 3	WJLSF	05/08/24	05/14/24	M-Sun 6a-Mid 3:00 PM-7:00 PM	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	-----	1:00	0	\$80.00	LROE	0.00	NM	10	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/06/24	05/12/24	--WTFSS		9		\$80.00		0.00					
		Week: 05/13/24	05/19/24	M-----		1		\$80.00		0.00					
N 4	WJLSF	05/08/24	05/14/24	M-Sun 6a-Mid 7:00 PM-12:00 XM	CM	7:00 PM-12:00 XM (7:00 PM-12:00 XM)	-----	1:00	0	\$80.00	LROE	0.00	NM	6	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/06/24	05/12/24	--WTFSS		6		\$80.00		0.00					
		Week: 05/13/24	05/19/24	-----		0		\$0.00		0.00					
													<b>Totals</b>	<b>36</b>	<b>\$2,880.00</b>



SALEM MEDIA REPRESENTATIVES  
 SALEM RADIO NETWORK  
 SALEM PODCAST NETWORK  
 SALEM NEWS, INC.

# Insertion Contract

Salem Radio Network  
 Salem Media Group-SRN/SMR  
 PO Box 206590  
 Dallas, TX 75320-6590

Advertiser	Gun Owners of America P/VF	Product	Morrissey WJLS WEMM WOAY 5.8.5.14	Order #	47251002	Ver #	1	Rev #		# Wks	2	Page #	1
Salesperson	Charlie Weber	Salesperson Phone #	(972)402-8800 Ext(224)	Date	5/8/24	Time	9:34AM	Start	5/6/24	End	5/19/24		
Sales Office	SMR (JM Region)	Agency Phone	(517)240-7939	Demos									

Product Protection: \*Political-Issue Oth

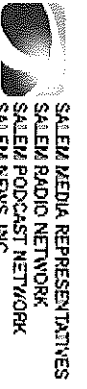
Line #	Vehicle	Days & Times							May 6	May 13	May 20	May 27	Jun 3	Jun 10	Jun 17	Jun 24	Jul 1	Jul 8	Jul 15	Jul 22	Jul 29	Total Units	Len	Unit Rate	Extended Total																				
		M	T	W	T	F	S	S																																					
4	WJLS AM	0:00	0:04	4:30	3:00																	14	60	70.00	980																				
4	WJLS AM	6AM-10AM																				5	60	70.00	350																				
5	WJLS AM	6AM-10AM																				19	60	70.00	1330																				
5	WJLS AM	10AM-3PM																				4	60	70.00	280																				
6	WJLS AM	0:00	0:04	4:30	4:00																	19	60	70.00	1330																				
6	WJLS AM	3PM-7PM																				5	60	70.00	350																				
7	WJLS AM	0:00	0:04	4:30	3:00																	17	60	70.00	1190																				
Totals																						83																			83				
Weekly Units																						69	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	83			
Weekly Gross \$																						4830	980	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5810			

Agency Commission:	\$1,743.00	Total Net:	\$4,067.00
Air Time Total Gross:	\$5,810.00		

- \*Notes\*
- Adv: Gun Owners of America Political Victory Fund
- 30% agency commission
- Make goods within flight

SMR'S APPLICABLE COMMISSION WILL BE DEDUCTED FROM THE TOTAL NET AMOUNT  
 Order is Broadcast Calendar Billing. Please email signed insertion to insertions@smradio.com  
 With approval of salesperson, make goods within flight only.  
 All orders require affidavits showing date and time spots aired, isci code, po# and/or estimate number.

*Handwritten initials*



SALEM RADIO NETWORK  
 SALEM PODCAST NETWORK  
 SALEM NEWS, INC.

Salem Radio Network  
 Salem Media Group-SRN/SMR  
 PO Box 206590  
 Dallas, TX 75320-6590

Accepted for Salem Radio Network:

Name

Title

### Insertion Contract

Advertiser	Product	Order #	Ver #	Rev #	# Wks	Page #
Gun Owners of America PVF	Mortisey WJLS WIEMM WOAY 5.8-5.14	47251002	1		2	2
Salesperson Charlie Weber	Salesperson Phone # (972)402-8800 Ext(224)	Date 5/8/24	Time 9-34AM	Start 5/6/24	End 5/19/24	
Sales Office SMR (JM Region)	Agency Phone (517)240-7939	Demos				

Product Protection: \*Political-Issue Oth

Accepted for Producer or Station:

*Jason Reed*

Name

Title

*43*

# ORDER

**Orders**  
**Order / Rev:** 774624  
**Alt Order #:** 47251002  
**Product Desc:** Morrisey WJLS 5.8-5.14  
**Estimate:**  
**Flight Dates:** 05/08/24 - 05/14/24  
**Original Date / Rev:** 05/08/24 / 05/08/24  
**Order Type:** COMM

**WJLS-AM**  
**Primary AE:** Jason Reed  
**Sales Office:** BECKL  
**Sales Region:** Local

**Agency Name:** Salem Media Group  
**Buying Contact:** Charlie Weber  
**Billing Contact:**  
 PO Box 206590  
 Dallas, TX 75320-6590

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Gun Owners of America PVF  
**Demographic:** HH  
**Product Codes:** PL03  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL ISS  
**Priority:** LROS

**New Business End:**  
**Advertiser External ID:** 111359  
**Agency External ID:** 110665  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/14/24	83	\$5,810.00	\$4,938.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	83	\$5,810.00	\$4,938.50	0.00
<b>Totals</b>	<b>83</b>	<b>\$5,810.00</b>	<b>\$4,938.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jason Reed			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	WJLSA	05/08/24	05/14/24	M-Sun 6a-11p Political	CM	6:00 AM-10:00 AM	-----	1:00	0	\$70.00	LROE	0.00	NM	19	\$1,330.00
				6:00 AM-10:00 AM		(6:00 AM-10:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/06/24	05/12/24	---TFSS		14		\$70.00		0.00					
		Week: 05/13/24	05/19/24	MT-----		5		\$70.00		0.00					
N 2	WJLSA	05/08/24	05/14/24	M-Sun 6a-11p Political	CM	10:00 AM-3:00 PM	-----	1:00	0	\$70.00	LROE	0.00	NM	23	\$1,610.00
				10:00 AM-3:00 PM		(10:00 AM-3:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/06/24	05/12/24	---WFSS		19		\$70.00		0.00					
		Week: 05/13/24	05/19/24	-T-----		4		\$70.00		0.00					
N 3	WJLSA	05/08/24	05/14/24	M-Sun 6a-11p Political	CM	3:00 PM-7:00 PM	-----	1:00	0	\$70.00	LROE	0.00	NM	24	\$1,680.00
				3:00 PM-7:00 PM		(3:00 PM-7:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/06/24	05/12/24	---WFSS		19		\$70.00		0.00					
		Week: 05/13/24	05/19/24	M-----		5		\$70.00		0.00					
N 4	WJLSA	05/08/24	05/14/24	M-Sun 6a-11p Political	CM	7:00 PM-12:00 XM	-----	1:00	0	\$70.00	LROE	0.00	NM	17	\$1,190.00
				7:00 PM-12:00 XM		(7:00 PM-12:00 XM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/06/24	05/12/24	--WFSS		17		\$70.00		0.00					
		Week: 05/13/24	05/19/24	-----		0		\$0.00		0.00					
													<b>Totals</b>	<b>83</b>	<b>\$5,810.00</b>



### **Gun Owners of America "Spot A" :60-Second**

West Virginia, you have an opportunity to elect the most pro-gun Governor in the nation. Patrick Morrisey is a tried and true proponent of our rights to keep and bear arms. During his time as Attorney General, Patrick Morrisey has expanded concealed carry reciprocity agreements with other states. He also led a coalition of states in their lawsuit against the ATF's unconstitutional pistol brace rule. Patrick Morrisey even took the Obama administration to the Supreme Court over their attacks on gun owners and the Second Amendment. That's why Gun Owners of America is proud to endorse 2A defender Patrick Morrisey for West Virginia Governor. Get out and vote to protect the 2A. Vote Patrick Morrisey for Governor. Gun Owners of America paid for and is responsible for the contents of this message.

### **Gun Owners of America "Spot B" :60-Second**

Are you a gun owner? Then you'll want to vote for the true, no compromise Second Amendment champion Patrick Morrisey for Governor. Patrick Morrisey has a proven track record of defending our right to keep and bear arms. As Attorney General, he expanded concealed carry reciprocity between states and supported Constitutional carry. Patrick Morrisey also led a coalition of states challenging the ATF's unconstitutional pistol brace rule. And, he took the Obama administration all the way to the Supreme Court to protect West Virginians' Second Amendment rights. That's why Gun Owners of America proudly endorses Patrick Morrisey for West Virginia Governor. Get out and vote for Patrick Morrisey for Governor. A vote for Patrick Morrisey is a vote for the strongest pro-gun candidate for Governor. Gun Owners of America paid for and is responsible for the contents of this message.