

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Strategic Media Placement, hereby request station time as follows:

<div style="border: 1px solid black; padding: 2px; display: inline-block;"> IDENTIFY CANDIDATE TYPE ➔ </div>	<input type="checkbox"/> FEDERAL CANDIDATE <input checked="" type="checkbox"/> STATE OR LOCAL CANDIDATE
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ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:
Kevin Whiteford

Authorized committee:
MHRCC-KEVIN S WHITEFORD

Agency requesting time (and contact information):
 N/A Strategic Media Placement

Candidate's political party:
Republican Party

Office sought (no acronyms or abbreviations):
Representative in State Legislature 38th District

Date of election: 11.8.2022 General Primary

Treasurer of candidate's authorized committee:
KEVIN SCOTT WHITEFORD

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):


the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency	Station Representative
Signature: Anthony Iacovetti <small>Digitally signed by Anthony Iacovetti Date: 2022.09.28 11:28:59 -04'00'</small>	Signature: 
Name: Anthony Iacovetti	Name: Abbi Hess
Date of Request to Purchase Ad Time: 10.18.2022	Date of Station Agreement to Sell Time: 11/3/22

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No

Date ad received: 11/3/2022

Federal candidate certification signed (above): Yes No N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
- Rejected – provide reason (optional):

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <u>14723</u>	Station Call Letters: <u>WPNW</u>	Date Received/Requested: <u>11/3/22</u>
Est. #: <u>3203357</u>	Station Location: <u>Zeeland, MI</u>	Run Start and End Dates: <u>11/4/22-11/8/22</u>

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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 Processing

ORDER # : 2443836407706
 Contract #: 14723
 Date Entered: 11/03/2022
 Last Modified: 11/03/2022
 Product:
 Salesperson: Chad Millard
 Billing Cycle: Broadcast Standard
 Estimate #:

Media Financial Services
 1655 Palm Beach Lakes Blvd
 West Palm Beach, Florida 33401

Order Date Range: 11/04/2022 through 11/08/2022 (1 weeks)
Media Outlets: WPNW-AM

On-Air Schedule

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	11/04/22-11/08/22	WPNW-AM	06:00AM-07:00PM	60	9	8	--	--	13	--	--	30	14.00	30	420.00
2	11/05/22-11/06/22	WPNW-AM	06:00AM-07:00PM	60	--	--	--	--	--	13	13	26	10.00	26	260.00

Station Totals

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Commission	Net Billing
WPNW-AM	56	0	0	0	\$680.00	\$102.00	\$578.00
Totals	56	0	0	0	\$680.00	\$102.00	\$578.00

Total Charges: \$680.00
Agency Commission: \$102.00
Total Net: \$578.00

Projected Billing By Broadcast Standard Month

Month	Year	Gross Billing	Net Billing
November	2022	\$680.00	\$578.00
Totals		\$680.00	\$578.00