

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: iHeart Media Anchorage, AK.	Date: 7/20/18
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I, Marc Hellenthal

being/on behalf of: Alaskans for Dunleavy, a legally
qualified candidate of the Republican political
party for the office of: Governor
in the State Primary Election
election to be held on: 21st August 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
per attached					

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Alaskans for Dunleavy, P.O. Box 190251, Anchorage, Alaska 99519

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:

self Kevin Fimon 907.569.1075

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

7/20/18
Date

[Signature]
Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]
Signature

Keri Albrecht
Printed Name

7/20/18
Title

Albrecht, Keri

From: Marc Hellenenthal <hellenenthal@gci.net>
Sent: Friday, July 20, 2018 9:07 AM
To: Albrecht, Keri
Subject: RE: MIKE DUNLEAVY OVERLAY BUY

Approved
Marc

From: Albrecht, Keri [<mailto:KeriAlbrecht@iheartmedia.com>]
Sent: Friday, July 20, 2018 8:12 AM
To: Marc Hellenenthal <hellenenthal@gci.net>
Subject: MIKE DUNLEAVY OVERLAY BUY
Importance: High

Good Morning Marc,

Attached is the overlay proposal for Mike Dunleavy.

If everything looks good please reply to this email and I will book the schedule.

Thanks!

Keri

Keri Albrecht
Senior Account Executive
iHeartMedia
o 907.743.5121 | c 907.227.2602
Reaching a quarter billion consumers every month
Radio/Digital/Outdoor/Mobile/Social/Events

PROPOSAL



Prepared for:

HELLENTHAL AND ASSOCIATES

2200 Vanderbilt Cir
Anchorage, AK 99508

Date: 07/20/2018 08:09

Advertiser: MIKE DUNLEAVY FOR GOVERNOR

Spots: 60

Total Gross
Cost: **\$2,050.00**

Rates guaranteed until 07/27/2018

Summary

Advertiser MIKE DUNLEAVY FOR GOVERNOR
Customer ID 00741749
Title MIKE DUNLEAVY FOR GOVERNOR 7/23-7/27
Proposal Number 4662392
Billing Options Broadcast
Market - Survey(s) Anchorage - Fa '17
Demographics Persons 25-54

Spot Schedule

KASH-FM

1 Week: 7/23

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
Mon-Fri 6am-10am	60	5	\$35.00	\$175.00	0.9	4.5	\$38.89	1,100	1.6	2.8
Mon-Fri 3pm-7pm	60	5	\$35.00	\$175.00	0.8	4.0	\$43.75	1,000	1.4	2.8
Weekly Total		10		\$350.00	0.9	8.5	\$41.18	1,100	1.8	4.8
Flight Total		10		\$350.00	0.9	8.5	\$41.18	1,100	1.8	4.8

KBFX-FM

1 Week: 7/23

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
Mon-Fri 6am-10am	60	5	\$35.00	\$175.00	1.0	5.0	\$35.00	1,200	1.7	2.8
Mon-Fri 3pm-7pm	60	5	\$35.00	\$175.00	0.6	3.0	\$58.33	800	1.5	2.1
Weekly Total		10		\$350.00	0.8	8.0	\$43.75	1,000	2.0	4.0
Flight Total		10		\$350.00	0.8	8.0	\$43.75	1,000	2.0	4.0

KENI-AM

1 Week: 7/23

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
Mon-Fri 6am-10am	60	5	\$40.00	\$200.00	0.2	1.0	\$200.00	300	1.4	0.8
Mon-Fri 3pm-7pm	60	5	\$40.00	\$200.00	0.2	1.0	\$200.00	200	1.3	0.6
Weekly Total		10		\$400.00	0.2	2.0	\$200.00	300	1.5	1.4
Flight Total		10		\$400.00	0.2	2.0	\$200.00	300	1.5	1.4

*CPP and CPM values are calculated as gross amounts.
The terrestrial radio audience estimates in this order are derived by iHeartMedia Revenue Platforms based on Nielsen Audio's copyrighted and proprietary audience estimates. Scarborough Data: Copyright © 2012 Scarborough. All Rights Reserved.

KGOT-FM

1 Week: 7/23

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
Mon-Fri 6am-10am	60	5	\$45.00	\$225.00	1.0	5.0	\$45.00	1,300	1.3	3.9
Mon-Fri 3pm-7pm	60	5	\$45.00	\$225.00	1.3	6.5	\$34.62	1,600	1.4	4.7
Weekly Total		10		\$450.00	1.2	11.5	\$39.13	1,500	1.6	7.4
Flight Total		10		\$450.00	1.2	11.5	\$39.13	1,500	1.6	7.4

KTZN-AM

1 Week: 7/23

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
Mon-Fri 6am-10am	60	5	\$10.00	\$50.00	0.6	3.0	\$16.67	800	1.6	2.0
Mon-Fri 3pm-7pm	60	5	\$10.00	\$50.00	0.6	3.0	\$16.67	700	1.5	1.9
Weekly Total		10		\$100.00	0.6	6.0	\$16.67	800	1.9	3.1
Flight Total		10		\$100.00	0.6	6.0	\$16.67	800	1.9	3.1

KYMG-FM

1 Week: 7/23

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
Mon-Fri 6am-10am	60	5	\$40.00	\$200.00	0.5	2.5	\$80.00	600	1.3	1.9
Mon-Fri 3pm-7pm	60	5	\$40.00	\$200.00	0.6	3.0	\$66.67	800	1.4	2.3
Weekly Total		10		\$400.00	0.6	5.5	\$72.73	700	1.5	3.7
Flight Total		10		\$400.00	0.6	5.5	\$72.73	700	1.5	3.7

Proposal Totals

	Spots	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
KASH-FM	10	\$350.00	0.9	8.5	\$41.18	1,100	1.8	4.8
KBFX-FM	10	\$350.00	0.8	8.0	\$43.75	1,000	2.0	4.0
KENI-AM	10	\$400.00	0.2	2.0	\$200.00	300	1.5	1.4
KGOT-FM	10	\$450.00	1.2	11.5	\$39.13	1,500	1.6	7.4
KTZN-AM	10	\$100.00	0.6	6.0	\$16.67	800	1.9	3.1
KYMG-FM	10	\$400.00	0.6	5.5	\$72.73	700	1.5	3.7
Total	60	\$2,050.00	0.7	41.5	\$49.40	900	2.0	21.1

*CPP and CPM values are calculated as gross amounts.
 The terrestrial radio audience estimates in this order are derived by iHeartMedia Revenue Platforms based on Nielsen Audio's copyrighted and proprietary audience estimates. Scarborough Data: Copyright © 2012 Scarborough. All Rights Reserved.

Albrecht, Keri

From: Marc Hellenthal <hellenthal@gci.net>
Sent: Thursday, July 19, 2018 4:01 PM
To: Patrick Wright; Sandy Baker; Erin Paquette; Albrecht, Keri; KLEF
Subject: Alaskans for Dunleavy overlay buy
Attachments: NABPB Mike Dunleavy 7-18-18.pdf

Importance: High

1 per day part

Please buy morning and evening drive on all stations from 7-23 to 7-27-18 for a 60 second spot.

Thanks!

Marc

Hellenthal & Associates

Marc Hellenthal
2200 Vanderbilt Circle
Anchorage, Alaska 99508
(907) 276-1001 (voice)
(907) 222-4021 (fax)
(907) 570-1252 (cell)
hellenthal@gci.net

1 per daypart, all six stations
Monday - Friday
morning & evening only

Order Confirmation

Advertiser No: 741749 Order No: 1116684339
 Start Date: 07/23/2018 Co-op: No
 End Date: 07/27/2018 Package: No
 Month Type: Broadcast Agency Comm.: 15%
 Revision #: 0
 CPE:
 AE: ALBRECHT, KERI
 Entered: 07/20/2018 10:56 AM by Fusion
 Last Update: 07/20/2018 11:10 AM by anc1cmb
 Note: KASH/KBFX/KENI/KGOT/KTZN/KYMG 2018 Primary Electio
 Note 2: Alaska State Governor
 Spl Req Inv: PAID: Cash In Advance

MIKE DUNLEAVY FOR GOVERNOR
 c/o HELLENTHAL AND ASSOCIATES
 Attn:
 2200 Vanderbilt Cir
 Anchorage, AK 99508

Market Station	Bind To	Start Date	End Date	No Of Weeks	Rate Rev. Type	Skip W. M T W T F S S	Spots/ W.	Spot Length	Ord Spots	Ord Cost
1 Anchorage KASH-FM	06:00-10:00 Commercial	07/23/18	07/27/18	1	35.00	0 1 1 1 1 1 0 0	5	60	5	175.00
					Local Agency-Political					
2 Anchorage KASH-FM	15:00-19:00 Commercial	07/23/18	07/27/18	1	35.00	0 1 1 1 1 1 0 0	5	60	5	175.00
					Local Agency-Political					
3 Anchorage KBFX-FM	06:00-10:00 Commercial	07/23/18	07/27/18	1	35.00	0 1 1 1 1 1 0 0	5	60	5	175.00
					Local Agency-Political					
4 Anchorage KBFX-FM	15:00-19:00 Commercial	07/23/18	07/27/18	1	35.00	0 1 1 1 1 1 0 0	5	60	5	175.00
					Local Agency-Political					
5 Anchorage KENI-AM	06:00-10:00 Commercial	07/23/18	07/27/18	1	40.00	0 1 1 1 1 1 0 0	5	60	5	200.00
					Local Agency-Political					
6 Anchorage KENI-AM	15:00-19:00 Commercial	07/23/18	07/27/18	1	40.00	0 1 1 1 1 1 0 0	5	60	5	200.00
					Local Agency-Political					
7 Anchorage KGOT-FM	06:00-10:00 Commercial	07/23/18	07/27/18	1	45.00	0 1 1 1 1 1 0 0	5	60	5	225.00
					Local Agency-Political					
8 Anchorage KGOT-FM	15:00-19:00 Commercial	07/23/18	07/27/18	1	45.00	0 1 1 1 1 1 0 0	5	60	5	225.00
					Local Agency-Political					
9 Anchorage KTZN-AM	06:00-10:00 Commercial	07/23/18	07/27/18	1	10.00	0 1 1 1 1 1 0 0	5	60	5	50.00
					Local Agency-Political					
10 Anchorage KTZN-AM	15:00-19:00 Commercial	07/23/18	07/27/18	1	10.00	0 1 1 1 1 1 0 0	5	60	5	50.00
					Local Agency-Political					
11 Anchorage KYMG-FM	06:00-10:00 Commercial	07/23/18	07/27/18	1	40.00	0 1 1 1 1 1 0 0	5	60	5	200.00
					Local Agency-Political					
12 Anchorage KYMG-FM	15:00-19:00 Commercial	07/23/18	07/27/18	1	40.00	0 1 1 1 1 1 0 0	5	60	5	200.00
					Local Agency-Political					

Order Confirmation

Page 2 of 3
 Printed: 07/20/2018 11:11:03
 Order No: 1116684339

No. of Spots/Misc/Digital: 60/0/0

Ordered Gross: \$2,050.00
 Agency Commission: \$307.50
 Ordered Net: \$1,742.50
Total Net Due: \$1,742.50

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Amt. Ord.:	60	0	0	0	0	0	0	0	0	0	0	0	0
Gross:	2,050.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net:	1,742.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

When signed below, this is a contract for advertising on the radio stations named above, made with the owner of those stations, subject to those terms and conditions beginning on the last page of this Order Confirmation. Except when this contract is executed by advertiser itself, it is agreed that advertiser's agency makes this contract both for itself and advertiser.

Accepted for Company: _____

Accepted for Advertiser: _____

Participating Customers

MIKE DUNLEAVY FOR GOVERNOR 100%