

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

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 Hellenthal <hellenthal@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 Hellenthal <hellenthal@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 **\$2,050.00**

Cost:

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 |

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

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

Order Confirmation

Page 1 of 3
Printed: 07/20/2018 11:11:03

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. 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%