CONTRACT

WPDH-FM
2 Pendell Road
Poughkeepsie, NY 12601
(845) 471-1500

And:

Joseph Tardi Associates
2690 Troy-Schenectady Road
Niskayuna, NY 12309

Contract / Revision	Alt Order #
3672419 /	

Advertiser	Original Date / Revision
Dorey Houle for Senate	10/17/22 / 10/17/22

Contract Dates	Estimate #
10/18/22 - 11/06/22	

Product
10.18-11.6.22

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WPDH-FM	Tim Keenan	Local Poughkee

Special Handling

Demographic
Households

Agy Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WPDH	10/18/22	11/06/22	Sa-Su AM	6a-10a		:30			NM	3	$111.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/17/22	10/23/22	-----S-	1	$37.00						
Week:		10/24/22	10/30/22	-----S-	1	$37.00						
Week:		10/31/22	11/06/22	-----S-	1	$37.00						
N 2	WPDH	10/18/22	11/06/22	Sa-Su Midday	10a-3p		:30			NM	3	$144.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/17/22	10/23/22	-----S-	1	$48.00						
Week:		10/24/22	10/30/22	-----S-	1	$48.00						
Week:		10/31/22	11/06/22	-----S-	1	$48.00						
N 3	WPDH	10/18/22	11/06/22	Sa-Su PM	3p-7p		:30			NM	5	$240.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/17/22	10/23/22	-----S-	3	$48.00						
Week:		10/24/22	10/30/22	-----S-	1	$48.00						
Week:		10/31/22	11/06/22	-----S-	1	$48.00						
N 4	WPDH	10/18/22	11/06/22	Sa-Su AM	6a-10a		:30			NM	3	$90.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/17/22	10/23/22	------S	1	$30.00						
Week:		10/24/22	10/30/22	------S	1	$30.00						
Week:		10/31/22	11/06/22	------S	1	$30.00						
N 5	WPDH	10/18/22	11/06/22	Sa-Su Midday	10a-3p		:30			NM	6	$216.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/17/22	10/23/22	------S	2	$36.00						
Week:		10/24/22	10/30/22	------S	2	$36.00						
Week:		10/31/22	11/06/22	------S	2	$36.00						
N 6	WPDH	10/18/22	11/06/22	Sa-Su PM	3p-7p		:30			NM	3	$108.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/17/22	10/23/22	------S	1	$36.00						
Week:		10/24/22	10/30/22	------S	1	$36.00						
Week:		10/31/22	11/06/22	------S	1	$36.00						
N 7	WPDH	10/24/22	11/06/22	M-F AM Drive	6a-10a		:30			NM	7	$819.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/24/22	10/30/22	MTWTF--	6	$117.00						
Week:		10/31/22	11/06/22	MTWTF--	1	$117.00						

(* 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.

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WPDH-FM
2 Pendell Road
Poughkeepsie, NY 12601
(845) 471-1500

Contract / Revision	Alt Order #
3672419 /	

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Contract Dates	Product	Estimate #
10/18/22 - 11/06/22	10.18-11.6.22	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 8	WPDH	10/24/22	11/06/22	M-F Midday	10a-3p		:30			NM	7	$798.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/24/22	10/30/22	MTWTF--	6	$114.00						
Week:		10/31/22	11/06/22	MTWTF--	1	$114.00						
N 9	WPDH	10/24/22	11/06/22	M-F PM Drive	3p-7p		:30			NM	7	$728.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/24/22	10/30/22	MTWTF--	6	$104.00						
Week:		10/31/22	11/06/22	MTWTF--	1	$104.00						
						Totals					44	$3,254.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/22 -10/30/22	34	$2,648.00	($397.20)	$2,250.80
10/31/22 -11/06/22	10	$606.00	($90.90)	$515.10
Totals	44	$3,254.00	($488.10)	$2,765.90

Signature: _____ **Date:** _____

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Michele Franks

From: Tim Keenan
Sent: Monday, October 17, 2022 12:57 PM
To: Becky Mickelson
Cc: HVOrders; Jason Finkelberg
Subject: Re: Tardi: Dorey Houle: Republican Copy
Attachments: image001.png; Dorey Houle for Senate 10.18-11.6.22 CONFIRMATION.pdf

Ty

Tim Keenan
Key Account Manager

On Oct 17, 2022, at 12:48 PM, Becky Mickelson <Becky.Mickelson@townsquaremedia.com> wrote:

Hi Tim!

This order is in, attached is confirmation 😊

From: Tim Keenan <Timothy.Keenan@townsquaremedia.com>
Sent: Monday, October 17, 2022 10:48 AM
To: Becky Mickelson <Becky.Mickelson@townsquaremedia.com>
Cc: HVOrders <HVOrders@townsquaremedia.com>; Jason Finkelberg <Jason.Finkelberg@townsquaremedia.com>
Subject: Re: Tardi: Dorey Houle: Republican Copy

Correct

Tim Keenan
Key Account Manager

On Oct 17, 2022, at 11:42 AM, Becky Mickelson <Becky.Mickelson@townsquaremedia.com> wrote:

Hi Tim!

So Dorey Houle is the candidate and Joseph Tardi is the Agency? Is that how it should be set up?

From: Tim Keenan <Timothy.Keenan@townsquaremedia.com>
Sent: Monday, October 17, 2022 10:19 AM

To: HVOrders <HVOrders@townsquaremedia.com>
Cc: Jason Finkelberg <Jason.Finkelberg@townsquaremedia.com>
Subject: FW: Tardi: Dorey Houle: Republican Copy

New Political order

Wlp#Nlhopq
Local Sales Manager
Townsquare Media Hudson Valley
914-474-4607

https://wpdh.com/

https://wrrv.com/

https://hudsonvalleycountry.com/

https://943litefm.com/

http://juanhudsonvalley.com/

https://hudsonvalleypost.com/

From: Jason Finkelberg <Jason.Finkelberg@townsquaremedia.com>
Sent: Monday, October 17, 2022 10:51 AM
To: Tim Keenan <Timothy.Keenan@townsquaremedia.com>
Subject: Re: Tardi: Dorey Houle: Republican Copy

Yes. Need forms and cant start until we have confirmation of payment locally regardless of when check gets to Albany

Sent from my iPhone

> On Oct 17, 2022, at 10:46 AM, Tim Keenan <Timothy.Keenan@townsquaremedia.com> wrote:
>
> I just got this from Joe …so I need the political forms as well?
>
> Tim Keenan
> Key Account Manager
>
> Begin forwarded message:
>
> > **From:** Joseph Tardi <jtnisky@gmail.com>
> > **Date:** October 17, 2022 at 10:41:09 AM EDT
> > **To:** Tim Keenan <Timothy.Keenan@townsquaremedia.com>
> > **Subject: Tardi: Dorey Houle: Republican Copy**

Tim, please order the schedule (Republican) below.
Spots run Tues/Thurs/Fri.
Spot is different from Conservative Party Schedule and coming later today.
I will pay Albany.

Thanks,
Joe

--

Joseph Tardi
President
2690 Troy Road
Niskayuna, New York 12309

Telephone: (518)782-1211
Cell: (518)505-1200
Fax: (518)782-9488
JosephTardi@TardiAssociates.com

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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:	**Date:**

I, JOSEPH TARDI,

being/on behalf of: DOREY HOULE,

a legally qualified candidate of the REPUBLICAN

political party for the office of: SENATOR

in the NOVEMBER

election to be held on: NOVEMBER 8, 2022

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

HOULE FOR NYS SENATE

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:

FRANCIS VELLA MARRONE

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

10/17/22	
Date	**Signature**

To Be Signed By Station Representative

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

DocuSigned by: jason finkelberg D99DC474361D4A1...	jason finkelberg	mp
Signature	**Printed Name**	**Title**

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