

# CONTRACT



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

And:

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

<u>Contract / Revision</u> 3672419 /		<u>Alt Order #</u>
<u>Advertiser</u> <b>Dorey Houle for Senate</b>		<u>Original Date / Revision</u> 10/17/22 / 10/17/22
<u>Contract Dates</u> <b>10/18/22 - 11/06/22</b>	<u>Estimate #</u>	
<u>Product</u> <b>10.18-11.6.22</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WPDH-FM</b>	<u>Account Executive</u> Tim Keenan	<u>Sales Office</u> Local Poughkeepsie
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	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.



## Michele Franks

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**From:** Tim Keenan  
**Sent:** Monday, October 17, 2022 12:57 PM  
**To:** Becky Mickelson  
**Cc:** HVOOrders; 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 😊

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**From:** Tim Keenan <Timothy.Keenan@townsquaremedia.com>  
**Sent:** Monday, October 17, 2022 10:48 AM  
**To:** Becky Mickelson <Becky.Mickelson@townsquaremedia.com>  
**Cc:** HVOOrders <HVOOrders@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](mailto: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?

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**From:** Tim Keenan <[Timothy.Keenan@townsquaremedia.com](mailto:Timothy.Keenan@townsquaremedia.com)>  
**Sent:** Monday, October 17, 2022 10:19 AM

**To:** HVOders <[HVOders@townsquaremedia.com](mailto:HVOders@townsquaremedia.com)>  
**Cc:** Jason Finkelberg <[Jason.Finkelberg@townsquaremedia.com](mailto:Jason.Finkelberg@townsquaremedia.com)>  
**Subject:** FW: Tardi: Dorey Houle: Republican Copy

New Political order

Wp#Nlmpj

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/>

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**From:** Jason Finkelberg <[Jason.Finkelberg@townsquaremedia.com](mailto:Jason.Finkelberg@townsquaremedia.com)>  
**Sent:** Monday, October 17, 2022 10:51 AM  
**To:** Tim Keenan <[Timothy.Keenan@townsquaremedia.com](mailto: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](mailto:Timothy.Keenan@townsquaremedia.com)> wrote:

I just got this from Joe ...so I need the political forms as well?

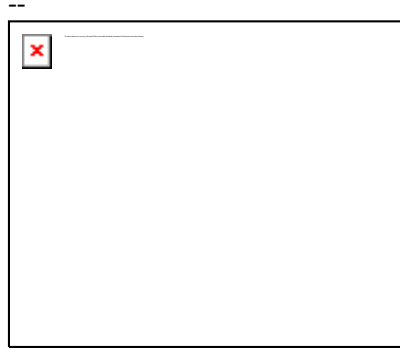
Tim Keenan  
Key Account Manager

Begin forwarded message:

**From:** Joseph Tardi <[jtnisky@gmail.com](mailto:jtnisky@gmail.com)>  
**Date:** October 17, 2022 at 10:41:09 AM EDT  
**To:** Tim Keenan  
<[Timothy.Keenan@townsquaremedia.com](mailto: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](mailto:JosephTardi@TardiAssociates.com)

**Internet Email Warning**

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

NAB Form PB-18 Candidates

## 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 REPUBLICANpolitical party for the office of: SENATORin the NOVEMBERelection 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):**



NAB Form PB-18 Candidates

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

HOUSE 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

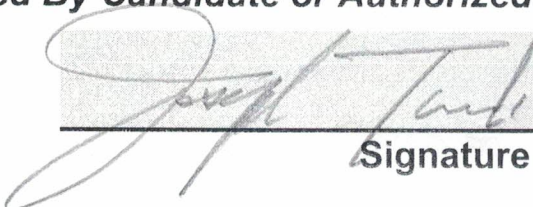
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**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 Signature

jason finkelberg

Printed Name

mp

Title

D99DC474361D4A1...