

# CONTRACT



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

And:

**Collaborations**  
**403 River Street**  
**Troy, NY 12181**

<u>Contract / Revision</u> 3658882 /		<u>Alt Order #</u>
<u>Advertiser</u> Thomas Marcelle for NYS Supreme Court Just		<u>Original Date / Revision</u> 10/11/22 / 10/11/22
<u>Contract Dates</u> 10/12/22 - 10/18/22	<u>Estimate #</u>	
<u>Product</u> 10.12-18.22		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WPDH-FM	<u>Account Executive</u> House Poughkeepsie	<u>Sales Office</u> Local Poughkeepsie
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy 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	10/12/22	10/18/22	M-F AM Drive	6a-10a		:30			NM	20	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/10/22	10/16/22	--WTF--				10	\$56.00			
	Week:	10/17/22	10/23/22	MT-----				10	\$56.00			
N 2	WPDH	10/12/22	10/18/22	M-F Midday	10a-3p		:30			NM	20	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/10/22	10/16/22	--WTF--				10	\$56.00			
	Week:	10/17/22	10/23/22	MT-----				10	\$56.00			
N 3	WPDH	10/12/22	10/18/22	M-F PM Drive	3p-7p		:30			NM	10	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/10/22	10/16/22	--WTF--				5	\$49.00			
	Week:	10/17/22	10/23/22	MT-----				5	\$49.00			
<b>Totals</b>											<b>50</b>	<b>\$2,730.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
09/26/22 - 10/18/22	50	\$2,730.00	\$2,730.00
<b>Totals</b>	<b>50</b>	<b>\$2,730.00</b>	<b>\$2,730.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* 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.

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**

<b>Station and Location:</b> WPDH	<b>Date:</b> 10-10-2022 Flight Dates 10-12 thru 10-18
--------------------------------------	---

I, Paul Donnelly,

being/on behalf of: Tom Marcelle,

a legally qualified candidate of the Republican

political party for the office of: NYS Supreme Court 3rd

in the General

election to be held on: 11-8-2022

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30	6am-10am 10A-3P	M-F	PE	20@66 20@66 10@57	1

**Attach proposed schedule with charges (if available): 3210gr-2728.50net**

## NAB Form PB-18 Candidates

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

**Friends of Judge Thomas Marcelle**

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:

**Melissa Kermani**

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***

**9-29-2022**

**Date**

**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

**Signature**

**Printed Name**

**Title**

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Paul Donnelly, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➡



FEDERAL CANDIDATE



STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Thomas Marcelle

Authorized committee:

Friends of Judge Thomas Marcelle

Agency requesting time (and contact information):



Collaborations Advertising & Marketing Inc.

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

New York State Supreme Court - Third Judicial District

Date of election:

11-8-2022



General



Primary

Treasurer of candidate's authorized committee:

Melissa Kermani

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

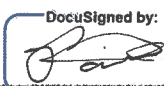
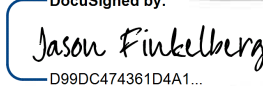


the authorized committee of the legally qualified candidate listed above;

(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 (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.**

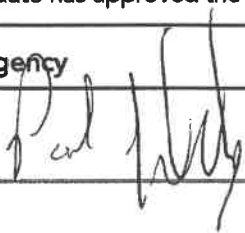
Candidate/Committee/Agency	Station Representative
<b>Signature:</b>  <small>DocuSigned by: 74E2998858E544B...</small>	<b>Signature:</b>  <small>DocuSigned by: D99DC474361D4A1...</small>
<b>Name:</b> Paul Donnelly <span style="float: right;">10/5/2022</span>	<b>Name:</b> Jason Finkelberg
<b>Date of Request to Purchase Ad Time:</b> 9-29-2022	<b>Date of Station Agreement to Sell Time:</b> 10/11/22

**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: Paul Donnelly - Agent

Date: 9-29-2022

**TO BE COMPLETED BY STATION ONLY**Ad submitted to Station? ☒ Yes ☐ No

Date ad received: 10/11/22

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:

\*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 #:

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

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.

## Michele Franks

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**From:** Lisa Montanaro  
**Sent:** Tuesday, October 11, 2022 12:35 PM  
**To:** Becky Mickelson; HVOOrders; Kristin Cummings  
**Subject:** Re: Completed: Complete with DocuSign: wpdh tom marcelle 1005 thru 1011 (1).pdf

Hi Becky!

2730 is the net amount - please adjust, rates are net

Lisa

Olvd#P rqwldqdur  
Townsquare Media - Hudson Valley  
Director of Sales  
(o): (845) 478-1058  
(c): (845) 430-5735



Wrz qvtxduh# hgld#grhv#grw#glvfulp lqdw#q#dgyhuwlvqj#vdcv#edvhg#q#dfh#ru#hwqlflw|1#Dq|#surylvlrq#q#dq|#  
rughu#ru#djuhnp hqw#ru#dgyhuwlvqj#kdw#sxusruw#r#glvfulp lqdw#edvhg#q#dfh#ru#hwqlflw|/nyhq#lk#dqgz ulwng/#  
w|shg/#ru#rwxhuz lvhp dgh#l#duw#i#l#duwlfxdu#frgwudfw/# lq#h#hnhfwng1

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**From:** Becky Mickelson <Becky.Mickelson@townsquaremedia.com>  
**Sent:** Tuesday, October 11, 2022 12:19 PM  
**To:** Lisa Montanaro <Lisa.Montanaro@townsquaremedia.com>; HVOOrders <HVOOrders@townsquaremedia.com>; Kristin Cummings <Kristin.Cummings@townsquaremedia.com>  
**Subject:** RE: Completed: Complete with DocuSign: wpdh tom marcelle 1005 thru 1011 (1).pdf

Hi Hi!

This order is in, attached is confirmation 😊

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**From:** Lisa Montanaro <Lisa.Montanaro@townsquaremedia.com>  
**Sent:** Tuesday, October 11, 2022 11:11 AM  
**To:** HVOOrders <HVOOrders@townsquaremedia.com>; Kristin Cummings <Kristin.Cummings@townsquaremedia.com>  
**Subject:** Fw: Completed: Complete with DocuSign: wpdh tom marcelle 1005 thru 1011 (1).pdf

See below he is authorizing the card ending in xxx7446- \$2,730 charge today.

Olvd#P rqwldqdur

Townsquare Media - Hudson Valley

Director of Sales

(o): (845) 478-1058

(c): (845) 430-5735



Wrz qvtxdh#P hgl#grhv#grw#glvfulp lqdw#q#dgyhuwlvqj#vddv#dvng#q#dfh#ru#hwqlflw|1#Dq|#surylvlrq#q#lq|#  
rughu#ru#djuhnp hqw#ru#dgyhuwlvqj#kdw#sxusruw#r#glvfulp lqdw#dvng#q#dfh#ru#hwqlflw|/hyhg#lkdgz ulwhq/#  
w|shg/#ru#rwhuz lvhp dgh#l#duw#i#d#wlfxdu#r#wudfw/# l#h#hnhfwg1

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**From:** Paul Donnelly <[paulcollab@gmail.com](mailto:paulcollab@gmail.com)>

**Sent:** Tuesday, October 11, 2022 12:01 PM

**To:** Lisa Montanaro <[Lisa.Montanaro@townsquaremedia.com](mailto:Lisa.Montanaro@townsquaremedia.com)>

**Subject:** Re: Completed: Complete with DocuSign: wpdh tom marcelle 1005 thru 1011 (1).pdf

Approved

On Tue, Oct 11, 2022, 11:33 AM Lisa Montanaro <[Lisa.Montanaro@townsquaremedia.com](mailto:Lisa.Montanaro@townsquaremedia.com)> wrote:

Thanks Paul, same spot? Also, these are the rates for 30, you calculated off of 60s - so below and let me know if approved + authorization on card for \$2,730 charge today.



Thank you!

Lisa

Olvd#P rqwldqdur

Townsquare Media - Hudson Valley

Director of Sales

(o): (845) 478-1058

(c): (845) 430-5735



Wrz qvtxdun#P hglld#grhv#grw#glvfulp lqdw#lq#lgyhuwlvqj#vddv#edvhg#rq#pdfh#ru#hwqlflw|l#Dq|#surylvlrq#q#lq|#  
rughu#ru#ljuhnp hqw#ru#lgyhuwlvqj#kdw#sxusrw#w#glvfulp lqdw#edvhg#rq#pdfh#ru#hwqlflw|/hyhq#l#kdgz ulwnq/#  
w|shg/#cu#khu#z lv#p dgh#l#duw#l#l#duwlfxdu#frgwdfw/#z lq#h#hnhfwng1

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**From:** Paul Donnelly <[paulcollab@gmail.com](mailto:paulcollab@gmail.com)>

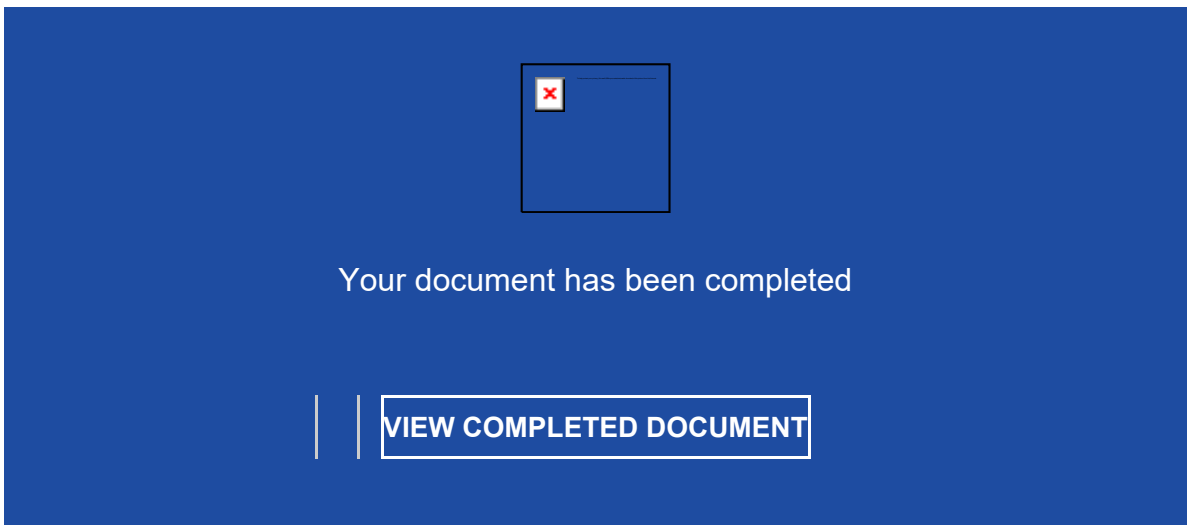
**Sent:** Monday, October 10, 2022 7:00 PM

**To:** Lisa Montanaro <[Lisa.Montanaro@townsquaremedia.com](mailto:Lisa.Montanaro@townsquaremedia.com)>

**Subject:** Re: Completed: Complete with DocuSign: wpdh tom marcelle 1005 thru 1011 (1).pdf

New order

On Wed, Oct 5, 2022, 9:54 AM Lisa Montanaro via DocuSign <[dse\\_NA3@docusign.net](mailto:dse_NA3@docusign.net)> wrote:



**Lisa Montanaro**

[Lisa.Montanaro@townsquaremedia.com](mailto:Lisa.Montanaro@townsquaremedia.com)

All parties have completed Complete with DocuSign: wpdh tom marcelle 1005 thru 1011 (1).pdf.

Hi Please Sign the third page - thank you!



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