

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">W DHR-FM     Pikeville Ky</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 20px;">1/3/20</span>
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I, The New Media Firm

do hereby request station time concerning the following issue:

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

This broadcast time will be used by: Kentuckians for the Commonwealth

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Kentuckians for the Commonwealth, PO Box 1450, London, KY 40743

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Executive Director: Burt Lauderdale

Board Chairperson: Cassia Herron



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least 24 hours before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

11/3/20

Date

[Signature]

Signature

202-775-1440

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Daniel Shepherd

Printed Name

Director/Traffic

Title

<b>STATION:</b>	WDHR-FM	<b>ORDER#:</b>	3168996	<b>DATE:</b>	12/20/2019
<b>MARKET:</b>	UM - Pikeville, KY	<b>AMOUNT:</b>	\$3,200.00	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps Non-Rep	<b>SPOTS:</b>	100	Invoices@MediaFinancial.com	
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	PHILADELPHIA	<b>SLS PH:</b>	412 421 2600		
<b>SALESPERSON:</b>	Roger Rafson	<b>SLS FAX:</b>	412 421 6001		
<b>SLS EMAIL:</b>	Roger.Rafson@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING 4371916</b>	
<b>ADVERTISER:</b>	Kentuckians for the Commonwealth	<b>AGY PRD:</b>		<b>INVOICE: MEDIA FINANCIAL SERVICES</b>	
<b>PRODUCT:</b>	Est 7268 1/13/20-1/26/20 Issue	<b>AGY EST:</b>	7268	Invoices@MediaFinancial.com	
<b>FLIGHT:</b>	01-13-2020 TO 1/24/2020	[X]Unwired [ ]Spot [ ]Mod			
<b>TOT # OF DAYS:</b>	12				
<b>PRIM. DEMO:</b>	Adults 35+	[X]Cash [ ]Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT: 12/20/2019 15:22</b>	

### COMMENTS

[Rep Comment] 12/20/2019: This is a new order. Please confirm receipt of order in Radio Exchange (if you are set up) or by email at joyce.vordenbaum@genmediapartners.com (WITH CALL LETTERS IN SUBJECT LINE) within 24 hours. Thank you.  
**\*\*PLEASE NOTE THAT WE SHOULD RECEIVE PAYMENT FROM THE AGENCY ON THIS BUY VIA OVERNIGHT MAIL. WE WILL THEN CUT YOU A CHECK AND WILL EMAIL YOU A COPY OF THE CHECK & TRACKING INFORMATION AT THAT TIME.\*\***

**THIS IS AN UNWIRED NETWORK ORDER. SEND INVOICES ELECTRONICALLY OR TO INVOICES@MEDIA FINANCIAL.COM BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RH12580 OR 9912580; MARKETRON: 120873; SpotData: IDB#1828; EMEDIATRADE:EMT10263.**

**ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.**

By accepting and airing this schedule, station agrees to pay Regional Reps a sales commission equal to 15% of the agency gross in addition to the 15% agency commission.

DAY#1		1/13/2020 To 1/13/2020					TOT \$320.00			TOTAL SPOTS 10	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		M . . . . .	6:00AM	10:00AM	30	1/13/2020	1/13/2020	4	\$32	\$128
	2		M . . . . .	10:00AM	3:00PM	30	1/13/2020	1/13/2020	2	\$32	\$64
	3		M . . . . .	3:00PM	7:00PM	30	1/13/2020	1/13/2020	4	\$32	\$128

Line 1 => Pike County / Country

DAY#2		1/14/2020 To 1/14/2020					TOT \$320.00			TOTAL SPOTS 10	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		. T . . . . .	6:00AM	10:00AM	30	1/14/2020	1/14/2020	4	\$32	\$128
	2		. T . . . . .	10:00AM	3:00PM	30	1/14/2020	1/14/2020	2	\$32	\$64
	3		. T . . . . .	3:00PM	7:00PM	30	1/14/2020	1/14/2020	4	\$32	\$128

<b>STATION:</b>	WDHR-FM	<b>ORDER#:</b>	3168996	<b>DATE:</b>	12/20/2019
<b>MARKET:</b>	UM - Pikeville, KY	<b>AMOUNT:</b>	\$3,200.00	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps Non-Rep	<b>SPOTS:</b>	100	Invoices@MediaFinancial.com	
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	PHILADELPHIA	<b>SLS PH:</b>	412 421 2600		
<b>SALESPERSON:</b>	Roger Rafson	<b>SLS FAX:</b>	412 421 6001		
<b>SLS EMAIL:</b>	Roger.Rafson@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING 4371916</b>	
<b>ADVERTISER:</b>	Kentuckians for the Commonwealth	<b>AGY PRD:</b>		<b>INVOICE: MEDIA FINANCIAL SERVICES</b>	
<b>PRODUCT:</b>	Est 7268 1/13/20-1/26/20 Issue	<b>AGY EST:</b>	7268	Invoices@MediaFinancial.com	
<b>FLIGHT:</b>	01-13-2020 TO 1/24/2020	[X]Unwired [ ]Spot [ ]Mod			
<b>TOT # OF DAYS:</b> 12					
<b>PRIM. DEMO:</b>	Adults 35+	[X]Cash [ ]Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b> 12/20/2019 15:22	

Line 1 => Pike County / Country

DAY#3		1/15/2020 To 1/15/2020					TOT \$320.00		TOTAL SPOTS 10		
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		..W....	6:00AM	10:00AM	30	1/15/2020	1/15/2020	4	\$32	\$128
	2		..W....	10:00AM	3:00PM	30	1/15/2020	1/15/2020	2	\$32	\$64
	3		..W....	3:00PM	7:00PM	30	1/15/2020	1/15/2020	4	\$32	\$128

Line 1 => Pike County / Country

DAY#4		1/16/2020 To 1/16/2020					TOT \$320.00		TOTAL SPOTS 10		
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		...T...	6:00AM	10:00AM	30	1/16/2020	1/16/2020	4	\$32	\$128
	2		...T...	10:00AM	3:00PM	30	1/16/2020	1/16/2020	2	\$32	\$64
	3		...T...	3:00PM	7:00PM	30	1/16/2020	1/16/2020	4	\$32	\$128

Line 1 => Pike County / Country

DAY#5		1/17/2020 To 1/17/2020					TOT \$320.00		TOTAL SPOTS 10		
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		....F..	6:00AM	10:00AM	30	1/17/2020	1/17/2020	4	\$32	\$128
	2		....F..	10:00AM	3:00PM	30	1/17/2020	1/17/2020	2	\$32	\$64
	3		....F..	3:00PM	7:00PM	30	1/17/2020	1/17/2020	4	\$32	\$128



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<b>MARKET:</b>	UM - Pikeville, KY	<b>AMOUNT:</b>	\$3,200.00	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps Non-Rep	<b>SPOTS:</b>	100	Invoices@MediaFinancial.com	
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	PHILADELPHIA	<b>SLS PH:</b>	412 421 2600		
<b>SALESPERSON:</b>	Roger Rafson	<b>SLS FAX:</b>	412 421 6001		
<b>SLS EMAIL:</b>	Roger.Rafson@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING</b>	4371916
<b>ADVERTISER:</b>	Kentuckians for the Commonwealth	<b>AGY PRD:</b>		<b>INVOICE:</b>	MEDIA FINANCIAL SERVICES
<b>PRODUCT:</b>	Est 7268 1/13/20-1/26/20 Issue	<b>AGY EST:</b>	7268	Invoices@MediaFinancial.com	
<b>FLIGHT:</b>	01-13-2020 TO 1/24/2020	[X]Unwired [ ]Spot [ ]Mod			
<b>TOT # OF DAYS:</b>	12				
<b>PRIM. DEMO:</b>	Adults 35+	[X]Cash [ ]Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b> 12/20/2019 15:22	

Line 1 => Pike County / Country

DAY#8		1/20/2020 To 1/20/2020					TOT \$320.00			TOTAL SPOTS 10	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		M.....	6:00AM	10:00AM	30	1/20/2020	1/20/2020	4	\$32	\$128
	2		M.....	10:00AM	3:00PM	30	1/20/2020	1/20/2020	2	\$32	\$64
	3		M.....	3:00PM	7:00PM	30	1/20/2020	1/20/2020	4	\$32	\$128

Line 1 => Pike County / Country

DAY#9		1/21/2020 To 1/21/2020					TOT \$320.00			TOTAL SPOTS 10	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		.T.....	6:00AM	10:00AM	30	1/21/2020	1/21/2020	4	\$32	\$128
	2		.T.....	10:00AM	3:00PM	30	1/21/2020	1/21/2020	2	\$32	\$64
	3		.T.....	3:00PM	7:00PM	30	1/21/2020	1/21/2020	4	\$32	\$128

Line 1 => Pike County / Country

DAY#10		1/22/2020 To 1/22/2020					TOT \$320.00			TOTAL SPOTS 10	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		..W....	6:00AM	10:00AM	30	1/22/2020	1/22/2020	4	\$32	\$128
	2		..W....	10:00AM	3:00PM	30	1/22/2020	1/22/2020	2	\$32	\$64
	3		..W....	3:00PM	7:00PM	30	1/22/2020	1/22/2020	4	\$32	\$128

<b>STATION:</b>	WDHR-FM	<b>ORDER#:</b>	3168996	<b>DATE:</b>	12/20/2019
<b>MARKET:</b>	UM - Pikeville, KY	<b>AMOUNT:</b>	\$3,200.00	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps Non-Rep	<b>SPOTS:</b>	100	Invoices@MediaFinancial.com	
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	PHILADELPHIA	<b>SLS PH:</b>	412 421 2600		
<b>SALESPERSON:</b>	Roger Rafson	<b>SLS FAX:</b>	412 421 6001		
<b>SLS EMAIL:</b>	Roger.Rafson@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING 4371916</b>	
<b>ADVERTISER:</b>	Kentuckians for the Commonwealth	<b>AGY PRD:</b>		<b>INVOICE:</b> MEDIA FINANCIAL SERVICES	
<b>PRODUCT:</b>	Est 7268 1/13/20-1/26/20 Issue	<b>AGY EST:</b>	7268	Invoices@MediaFinancial.com	
<b>FLIGHT:</b>	01-13-2020 TO 1/24/2020	[X]Unwired [ ]Spot [ ]Mod			
<b>TOT # OF DAYS:</b>	12				
<b>PRIM. DEMO:</b>	Adults 35+	[X]Cash [ ]Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b> 12/20/2019 15:22	

Line 1 => Pike County / Country

DAY#11		1/23/2020 To 1/23/2020					TOT \$320.00		TOTAL SPOTS 10		
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		...T...	6:00AM	10:00AM	30	1/23/2020	1/23/2020	4	\$32	\$128
	2		...T...	10:00AM	3:00PM	30	1/23/2020	1/23/2020	2	\$32	\$64
	3		...T...	3:00PM	7:00PM	30	1/23/2020	1/23/2020	4	\$32	\$128

Line 1 => Pike County / Country

DAY#12		1/24/2020 To 1/24/2020					TOT \$320.00		TOTAL SPOTS 10		
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		....F..	6:00AM	10:00AM	30	1/24/2020	1/24/2020	4	\$32	\$128
	2		....F..	10:00AM	3:00PM	30	1/24/2020	1/24/2020	2	\$32	\$64
	3		....F..	3:00PM	7:00PM	30	1/24/2020	1/24/2020	4	\$32	\$128

Line 1 => Pike County / Country

TOTAL	Jan										Total
SPOT	100										100
CASH	3,200.00										3,200.00
TOTAL	3,200.00										3,200.00





CONTRACT NUMBER				
			2	01

ADVERTISER NUMBER				

CLIENT	Kentuckians for the Commonwealth			
AGENCY	Media Financial			
SEND INVOICE TO	CLIENT	AGENCY		
ADDRESS				
CITY	STATE	ZIP CODE		
PHONE NUMBER				

TODAY'S DATE: 1/3/20 7268

CALENDAR BILLING			
BROADCAST BILLING			
NEW BUSINESS			
CO-OP			
X	POLITICAL		
NATIONAL	X	AGENCY	LOCAL
TRADE			
SALES REP	Daniel Shepherd		
Separation	30		

Spot Spon. Bill		START DATE	END DATE	START TIME	END TIME	CART #	LEN	RATE	MON	TUE	WED	THU	FRI	SAT	SUN
1	1/13	1/24	6a	10a		30		32.00	4	4	4	4	4		
2			10a	3p		30		32.00	2	2	2	2	2		
3			3p	7p		30		32.00	4	4	4	4	4		
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
16															

JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
3,200											

1. This offer becomes a binding contract upon acceptance by General Manager of East Kentucky Broadcasting or her authorized agent.
2. Bills shall be rendered monthly and shall be due and payable within ten (10) days from the date of invoice. Interest will be charged on delinquent accounts.
3. East Kentucky Broadcasting shall have the right to cancel this contract upon default by advertiser in the payment of bills or other material breach. Upon cancellation all broadcasting done hereunder and not paid shall become immediately due and payable at the eared rate. Advertiser shall pay all attorney's fees in the event legal action is necessary to enforce this agreement or any of the terms thereof.
4. Political and entertainment advertising - cash in advance.
5. Advertiser shall hold East Kentucky Broadcasting and its agents, employees, and officers harmless against liability for libel, slander, illegal competition or trade practice, infringement of trademarks, trade names, or program titles, violation of rights, of privacy and infringement of copyrights and proprietary rights resulting from the broadcasting of broadcasts herein provided in the form furnished by advertiser. Advertiser warrants that all advertising copy submitted to East Kentucky Broadcasting will truly represent the product or services advertised and will be free from false claims or assertions.
6. The Parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

Accepted for  
East Kentucky Broadcasting by \_\_\_\_\_

Advertiser \_\_\_\_\_