

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Steve Vasick, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Diane Darwish Plumley

Authorized committee:

Friends of Diane Darwish Plumley

Agency requesting time (and contact information):

☐

N/A MatchStick Media Group

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

Onondaga County Family Court Judge

Date of election:

11/7/23

☒

General

☐

Primary

Treasurer of candidate's authorized committee:

Ryan Suser

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.

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
Signature: Steve Vasick <small>Digitally signed by Steve Vasick Date: 2023.10.25 19:30:50 -04'00'</small>	Signature: 
Name: Steve Vasick	Name: <u>Carrie Wojtaszek</u>
Date of Request to Purchase Ad Time: 10/25/23	Date of Station Agreement to Sell Time: <u>10/30/23</u>

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:

Date:

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☒ Yes ☐ No

Date ad received: 10/30/23

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 (optional):

*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 #: 81359	Station Call Letters: WSGO-AM	Date Received/Requested: 10/30/23
Est. #:	Station Location: Syracuse, NY	Run Start and End Dates: 10/31-11/7/23

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.

DIANE DARWISH PLUMLEY RADIO SOLUTION

Radio Schedule

Market: Syracuse, NY

Demo: A18+

Pop: 527,100 Sample: 1,847
ID: 00361-00

(110) :30 commercials on-air
(110) :30 streaming commercials

Reaching:

63,451 voters 3.2 times!

Receive 202,400 Impressions

\$1,800 Gross Investment

Authorization: _____

Date: _____

Station(s): WTKW FM / WTLA AM / WZUN FM

	Schedule	Description	Len	Spot	Rate	Wkly \$
WTKW FM	MoFr 6a-10a	AM Drive	30	10	30.00	300.00
	MoFr 10a-3p	MID Day	30	10	28.00	280.00
	MoFr 3p-7p	PM Drive	30	10	20.00	200.00
	SaSu 10a-7p	Weekend	30	10	12.00	120.00
WTLA AM	MoFr 6a-10a	AM Drive	30	10	11.00	110.00
WTLA AM	MoFr 10a-3p	MID Day	30	10	12.00	120.00
WTLA AM	MoFr 3p-7p	PM Drive	30	10	13.00	130.00
WZUN FM	MoFr 6a-10a	AM Drive	30	10	16.00	160.00
	MoFr 10a-3p	MID Day	30	10	16.00	160.00
	MoFr 3p-7p	PM Drive	30	10	16.00	160.00
	SaSu 10a-7p	Weekend	30	10	6.00	60.00

Totals	Spot	Rate	Wkly \$	Schd Rch	Avg Freq	Gross Imp (000)
WTKW FM	40	22.50	900.00	34,581	3.2	109.8
WTLA AM	30	12.00	360.00	6,394	2.5	17.7
WZUN FM	40	13.50	540.00	24,804	3.0	74.9
All Stations: 1 Week:	110	16.36	1,800.00	63,451	3.2	202.4

