

# Order #773565: Stuart Med../Murphy/R/T../Ron Murphy../New Business

| Date                 | Action             | Line    | Comment   | By         | Total \$ | # Spots | Expected GRI |
|----------------------|--------------------|---------|---|------------|----------|---------|--------------|
| 09/07/21 11:15:39 AM | User Comment       |         | pd #1062 9/8-9/13   | Deb Piech  | \$128.00 | 14      | 0.00         |
| 09/07/21 11:15:34 AM | CIA Spot status    |         | <updated to Cleared> 1-3, 10-1, 1-2, 2-2,<br>2-1, 1-1, 9-1, 3-1, 11-1, 6-1, 5-1, 3-3, 3-2,<br>2-3 | Deb Piech  | \$128.00 | 14      | 0.00         |
| 09/07/21 11:11:34 AM | Processed          |         | <async process>   | Toby Coop  | \$128.00 | 14      | 0.00         |
| 09/07/21 11:04:09 AM | Approved           |         |   | Deb Piech  | \$128.00 | 14      | 0.00         |
| 09/07/21 11:04:07 AM | Approval Workflow  |         | [Business Manager - Business Office<br>Approval Needed Default]                                   | Deb Piech  | \$128.00 | 14      | 0.00         |
| 09/07/21 11:01:37 AM | Approval Workflow  |         | [Sales Manager - Ready Default]   | Heather Kl | \$128.00 | 14      | 0.00         |
| 09/07/21 10:31:09 AM | Ready for approval |         | new local direct business   | Robin Polk | \$128.00 | 14      | 0.00         |
| 09/07/21 10:23:18 AM | Canceled Changes   | 9,10,11 | <sync process>  | Robin Polk | \$101.00 | 11      | 0.00         |
| 09/07/21 10:20:47 AM | New order created  |         | Copied from Order #773550   | Robin Polk | \$532.00 | 17      | 0.00         |

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 773565  
**Alt Order #:**  
**Product Desc:** Ron Murphy for City Council  
**Estimate:** New Business  
**Flight Dates:** 09/08/21 - 09/13/21  
**Original Date / Rev:** 09/07/21 / 09/07/21  
**Order Type:** GENERAL

**WXKR-FM**  
**Primary AE:** Mary Sliwinski  
**Sales Office:** L-TOL  
**Sales Region:** Local

**Agency**  
**Name:** Stuart Media Strategies, LLC  
**Buying Contact:**  
**Billing Contact:** Andy Stuart  
 5624 Golf Creek Drive  
 Toledo, OH 43623

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Murphy/R/Toledo City Council  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-LR  
**Priority:** P-100

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/01/21   | 09/13/21 | 14      | \$128.00     | \$108.80   |

**Totals**

| Month          | # Spots   | Gross Amount    | Net Amount      | Rating      |
|----------------|-----------|-----------------|-----------------|-------------|
| September 2021 | 14        | \$128.00        | \$108.80        | 0.00        |
| <b>Totals</b>  | <b>14</b> | <b>\$128.00</b> | <b>\$108.80</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mary Sliwinski    | L-TOL        | Local        | Start Of Order - End Of Order | 100%    |

| Ln  | Ch    | Start             | End             | Inventory Code        | Break | Start/End Time | Days    | Len  | Spots             | Rate        | Pri  | Rtg           | Type | Spots | Amount  |
|-----|-------|-------------------|-----------------|-----------------------|-------|----------------|---------|------|-------------------|-------------|------|---------------|------|-------|---------|
| N 1 | WXKR  | 09/08/21          | 09/10/21        | M-F AM Drive<br>M-F   | CM    | 6a-10a         | --111-- | 1:00 | 3                 | \$7.00      | P-50 | 0.00          | NM   | 3     | \$21.00 |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |      | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |         |
|     | Week: | 09/06/21          | 09/12/21        | --111--               |       |                |         |      | 3                 | \$7.00      |      | 0.00          |      |       |         |
| N 2 | WXKR  | 09/08/21          | 09/10/21        | M-F Midday<br>M-F     | CM    | 10a-3p         | --111-- | 1:00 | 3                 | \$8.00      | P-50 | 0.00          | NM   | 3     | \$24.00 |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |      | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |         |
|     | Week: | 09/06/21          | 09/12/21        | --111--               |       |                |         |      | 3                 | \$8.00      |      | 0.00          |      |       |         |
| N 3 | WXKR  | 09/08/21          | 09/10/21        | M-F PM Drive<br>M-F   | CM    | 3p-7p          | --111-- | 1:00 | 3                 | \$12.00     | P-50 | 0.00          | NM   | 3     | \$36.00 |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |      | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |         |
|     | Week: | 09/06/21          | 09/12/21        | --111--               |       |                |         |      | 3                 | \$12.00     |      | 0.00          |      |       |         |
| N 5 | WXKR  | 09/11/21          | 09/11/21        | Sa-Su Midday<br>Sa-Su | CM    | 10a-3p         | -----1- | 1:00 | 1                 | \$10.00     | P-50 | 0.00          | NM   | 1     | \$10.00 |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |      | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |         |
|     | Week: | 09/06/21          | 09/12/21        | -----1-               |       |                |         |      | 1                 | \$10.00     |      | 0.00          |      |       |         |
| N 6 | WXKR  | 09/11/21          | 09/11/21        | Sa-Su PM<br>Sa-Su     | CM    | 3p-7p          | -----1- | 1:00 | 1                 | \$10.00     | P-50 | 0.00          | NM   | 1     | \$10.00 |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |      | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |      |       |         |
|     | Week: | 09/06/21          | 09/12/21        | -----1-               |       |                |         |      | 1                 | \$10.00     |      | 0.00          |      |       |         |
| N 9 | WXKR  | 09/13/21          | 09/13/21        | M-F AM Drive<br>M-F   | CM    | 6a-10a         | 1-----  | 1:00 | 1                 | \$7.00      | P-50 | 0.00          | NM   | 1     | \$7.00  |

Order / Rev: 773565  
 Alt Order #:  
 Flight Dates: 09/08/21 - 09/13/21

Advertiser: Murphy/R/Toledo City Council  
 Product Desc: Ron Murphy for City Council  
 Estimate: New Business  
**WXKR-FM**

| Ln   | Ch   | Start             | End             | Inventory Code      | Break | Start/End Time | Days   | Len  | Spots             | Rate        | Pri  | Rtg           | Type   | Spots | Amount   |
|------|------|-------------------|-----------------|---------------------|-------|----------------|--------|------|-------------------|-------------|------|---------------|--------|-------|----------|
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |        |      | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |        |       |          |
|      |      | Week: 09/13/21    | 09/19/21        | 1-----              |       |                |        |      | 1                 | \$7.00      |      | 0.00          |        |       |          |
| N 10 | WXKR | 09/13/21          | 09/13/21        | M-F Midday<br>M-F   | CM    | 10a-3p         | 1----- | 1:00 | 1                 | \$8.00      | P-50 | 0.00          | NM     | 1     | \$8.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |        |      | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |        |       |          |
|      |      | Week: 09/13/21    | 09/19/21        | 1-----              |       |                |        |      | 1                 | \$8.00      |      | 0.00          |        |       |          |
| N 11 | WXKR | 09/13/21          | 09/13/21        | M-F PM Drive<br>M-F | CM    | 3p-7p          | 1----- | 1:00 | 1                 | \$12.00     | P-50 | 0.00          | NM     | 1     | \$12.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |        |      | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |        |       |          |
|      |      | Week: 09/13/21    | 09/19/21        | 1-----              |       |                |        |      | 1                 | \$12.00     |      | 0.00          |        |       |          |
|      |      |                   |                 |                     |       |                |        |      |                   |             |      |               | Totals | 14    | \$128.00 |

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, ANDY STUART, hereby request station time as follows:

|                         |  |
|-------------------------|--|
| IDENTIFY CANDIDATE TYPE | <input type="checkbox"/> FEDERAL CANDIDATE                   |
|                         | <input checked="" type="checkbox"/> STATE OR LOCAL CANDIDATE |

**ALL QUESTIONS/BLOCKS MUST BE COMPLETED**

Candidate name:

RON MURPHY

Authorized committee:

THE COMMITTEE TO ELECT RON MURPHY

Agency requesting time (and contact information):

N/A STUART MEDIA STRATEGIES

Candidate's political party:

REPUBLICAN

Office sought (no acronyms or abbreviations):

TOLEDO CITY COUNCIL

Date of election:

9.14.21

General

Primary

Treasurer of candidate's authorized committee:

MARY DUTKOWSKI

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                  |
|--|---|
| Signature:<br>                                     | Signature:                              |
| Name: <u>RON MURPHY</u>                            | Name:                                   |
| Date of Request to Purchase Ad Time: <u>9.5.21</u> | Date of Station Agreement to Sell Time: |