

# 949991 HISTORY

 Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRF
07/26/22 12:18:52 PM	CIA Spot status		<updated to Cleared> 3-11, 1-14, 3-14, 3-28, 3-26	Stacey Fer	\$380.00	83	0.00
07/26/22 12:18:52 PM	CIA Spot status		<updated to Cleared> 4-9, 2-3, 1-25, 1-21, 3-25, 2-8, 3-20, 2-27, 2-19, 2-7, 1-12, 3-32, 3-8, 3-22, 2-23, 3-12, 1-5, 2-16, 3-16, 2-25, 3-31, 2-9, 2-13, 2-10, 1-2, 1-18, 1-15, 3-18, 3-27, 3-29, 2-17, 1-23, 2-24, 2-11, 3-34, 1-6, 1-13, 1-19, 4-5	Stacey Fer	\$380.00	83	0.00
07/26/22 12:18:51 PM	CIA Spot status		<updated to Cleared> 3-30, 2-15, 3-23, 1-24, 1-29, 3-21, 2-12, 4-4, 1-17, 3-19, 2-14, 1-8, 3-15, 2-22, 1-9, 4-7, 2-29, 2-28, 4-6, 3-17, 2-26, 1-16, 3-13, 4-10, 1-26, 3-33, 2-18, 1-11, 1-22, 2-5, 4-8, 1-20, 1-28, 3-24, 1-27, 4-3, 1-10, 2-21, 2-20	Stacey Fer	\$380.00	83	0.00
 07/26/22 12:18:30 PM	Processed		<async process>	Scott Nesr	\$380.00	83	0.00
07/26/22 12:17:58 PM	Approved			Jessica Le	\$380.00	83	0.00
07/26/22 12:17:56 PM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Jessica Le	\$380.00	83	0.00
07/26/22 12:08:26 PM	Approval Workflow		[Sales Manager - Ready Default]	Edward (S	\$380.00	83	0.00
07/26/22 12:06:00 PM	Ready for approval		adjusted rev code 3 to STATE	Danielle C.	\$380.00	83	0.00
07/26/22 12:03:48 PM	Unapproved		I belive rev code 3 should be POL-STATE	Jessica Le	\$380.00	83	0.00
07/26/22 11:44:23 AM	Approval Workflow		[Sales Manager - Ready Default] NAB Form Attached	Edward (S	\$380.00	83	0.00
07/26/22 7:39:25 AM	Ready for approval		Spike please attach NAB for SNYDER	Danielle C.	\$380.00	83	0.00
07/25/22 10:31:57 AM	New order created		Copied from Order #949638	Danielle C.	\$76.00	28	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 949991  
 Alt Order #:  
**Product Desc:** Candidate  
 Estimate:  
**Flight Dates:** 07/27/22 - 08/02/22  
**Original Date / Rev:** 07/25/22 / 07/26/22  
**Order Type:** GENERAL

**WLCS-FM**  
**Primary AE:** Muskegon House  
**Sales Office:** L-MUS  
**Sales Region:** Local

**Agency Name:** Snyder/D/House  
**Buying Contact:**  
**Billing Contact:** Jason Colella  
 1445 Winchester Dr  
 Muskegon, MI 49441

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser Name:** Snyder/D/House  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** DIR  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-US SEN  
**Priority:** P-100

**New Business End:**  
**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
06/27/22	07/31/22	53	\$260.00	\$260.00
08/01/22	08/02/22	30	\$120.00	\$120.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2022	53	\$260.00	\$260.00	0.00
August 2022	30	\$120.00	\$120.00	0.00
<b>Totals</b>	<b>83</b>	<b>\$380.00</b>	<b>\$380.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Muskegon House	L-MUS	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	WLCS	07/27/22	08/02/22	M-F AM Drive M-F	CM	6a-10a	MTWTF--	:30	25	\$4.00	P-80	0.00	NM	25	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	--WTF--		15				\$4.00		0.00			
		Week: 08/01/22	08/07/22	MT-----		10				\$4.00		0.00			
N 2	WLCS	07/27/22	08/02/22	M-F Midday M-F	CM	10a-3p	MTWTF--	:30	25	\$4.00	P-80	0.00	NM	25	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	--WTF--		15				\$4.00		0.00			
		Week: 08/01/22	08/07/22	MT-----		10				\$4.00		0.00			
N 3	WLCS	07/27/22	08/02/22	M-F PM Drive M-F	CM	3p-7p	MTWTF--	:30	25	\$4.00	P-80	0.00	NM	25	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	--WTF--		15				\$4.00		0.00			
		Week: 08/01/22	08/07/22	MT-----		10				\$4.00		0.00			
N 4	WLCS	07/27/22	08/02/22	Sa-Su 5a-8p Sa-Su	CM	6:00 AM-7:00 PM (6:00 AM-7:00 PM)	-----SS	:30	8	\$10.00	P-80	0.00	NM	8	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/25/22	07/31/22	-----SS		8				\$10.00		0.00			
		Week: 08/01/22	08/07/22	-----		0				\$10.00		0.00			

Totals 83 \$380.00

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Will Snyder, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

- FEDERAL CANDIDATE  
 STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Will Snyder

Authorized committee:

Friends of Will Snyder

Agency requesting time (and contact information):

N/A

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

State Representative

Date of election:

8/2/2022

General

Primary

Treasurer of candidate's authorized committee:

Will Snyder

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: <u>Will Snyder</u>	Signature: <u>Edward W. Santee</u>
Name: <u>Will Snyder</u>	Name: Edward W. Santee
Date of Request to Purchase Ad Time: <u>7/22/2022</u>	Date of Station Agreement to Sell Time: <u>7/26/22</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:

*Will Snyder*

Name:

*Will Snyder*

Date:

*7/22/2022*

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?

Yes

No

Date ad received:

*7/26/22*

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 (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 #:

*949991*

Station Call Letters:

*WVIB-FM*

Date Received/Requested:

*7/26/22*

Est. #:

Station Location:

*Muskegon MI*

Run Start and End Dates:

*7/26/22 to 8/1/22*

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or

# CONTRACT



**WLCS-FM**  
**3375 Merriam Street**  
**Suite 201**  
**Muskegon, MI 49444**  
**(231) 830-0176**

<u>Contract / Revision</u> 949991 /		<u>Alt Order #</u>
<u>Advertiser</u> Snyder/D/House		<u>Original Date / Revision</u> 07/25/22 / 07/25/22
<u>Contract Dates</u> 07/27/22 - 08/02/22	<u>Estimate #</u>	
<u>Product</u> Candidate		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WLCS-FM	<u>Account Executive</u> Muskegon House	<u>Sales Office</u> Local-Muskegor
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Snyder/D/House**  
**1445 Winchester Dr**  
**Muskegon, MI 49441**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLCS	07/27/22	08/02/22	M-F	6a-10a		:30			NM	25	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/25/22	07/31/22	--WTF--				15	\$4.00			
	Week:	08/01/22	08/07/22	MT-----				10	\$4.00			
N 2	WLCS	07/27/22	08/02/22	M-F	10a-3p		:30			NM	25	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/25/22	07/31/22	--WTF--				15	\$4.00			
	Week:	08/01/22	08/07/22	MT-----				10	\$4.00			
N 3	WLCS	07/27/22	08/02/22	M-F	3p-7p		:30			NM	25	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/25/22	07/31/22	--WTF--				15	\$4.00			
	Week:	08/01/22	08/07/22	MT-----				10	\$4.00			
N 4	WLCS	07/27/22	08/02/22	Sa-Su	6:00 AM-7:00 PM		:30			NM	8	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/25/22	07/31/22	-----SS				8	\$10.00			
	Week:	08/01/22	08/07/22	-----				0	\$10.00			
<b>Totals</b>											<b>83</b>	<b>\$380.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
06/27/22 - 07/31/22	53	\$260.00	\$260.00
08/01/22 - 08/02/22	30	\$120.00	\$120.00
<b>Totals</b>	<b>83</b>	<b>\$380.00</b>	<b>\$380.00</b>

*Jason Colella*

Signature: \_\_\_\_\_ Date: 07-25-2022

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Effective October 1, 2020, except where prohibited by law, we will impose a 1.5% administrative fee on all credit card payments. We do not apply an administrative fee to cash payments, including Cash in Advance payments. In addition, we do not apply an administrative fee to credit card payments processed prior to the advertising start date.

## STANDARD TERMS AND CONDITIONS

### 1. PARTIES

For purposes of this agreement:

(a) "Station" shall refer to radio stations owned and operated by Cumulus Broadcasting LLC and/or Cumulus Media Partners LLC, the licensee(s), which will broadcast the announcements or programs as provided for hereunder.

(b) "Advertiser" shall mean the person, firm, or corporation whose goods, services, or the like are the subject(s) of the radio time contracted for herein.

(c) "Agency" shall mean the advertising agency, if any, that authorized the purchase of radio time from the Station.

(d) "Advertiser/Agency" shall mean "Advertiser" if an agency is not involved with this agreement, and shall mean "Advertiser and/or Agency" if an agency is involved with this agreement.

### 2. AGENCY AS AGENT FOR ADVERTISER

Agency acknowledges and represents that it is acting as an agent for and on behalf of Advertiser. Agency further acknowledges and represents that it has actual authority to enter into this agreement for and on behalf of Advertiser. If an agency is involved with this agreement, Agency and Advertiser shall be jointly and severally liable for all payments to be made to Station under this agreement.

### 3. PAYMENT AND BILLING

(a) Station will invoice Advertiser/Agency not less than monthly.

(b) Station's invoices for broadcasts, announcements, or other services provided under this agreement shall be deemed correct unless proven otherwise, and shall be, in the case of broadcasts or announcements, based on Station's log.

(c) Upon Advertiser's/Agency's request, Station shall furnish an affidavit or certification of performance at the time of billing. Unless the request is received prior to billing, the request for an affidavit or certification of performance shall not act as a condition precedent to any payment or the time of any payment called for under this agreement.

(d) Payment by Advertiser/Agency is due on receipt of invoice and is considered past due at 30 days. Payments not made within 30 days shall bear interest at the rate of 1½ percent per month or the maximum amount permitted by law, if less than 1½ percent per month. If Advertiser/Agency fails to make payments as provided for herein, or if Advertiser/Agency fails to comply with any other provision of this agreement, notwithstanding any other contract provision, Station shall have the right, in addition to any other rights it may have, without notice, to cancel or suspend any broadcasting or to cancel this agreement. Station reserves the right to revoke any agency commission, in whole or in part, in the event that payments are not made as provided for herein.

(e) Effective October 1, 2020, except where prohibited by law, we will impose a 1.5% administrative fee on all credit card payments. We do not apply an administrative fee to cash payments, including Cash in Advance payments. In addition, we do not apply an administrative fee to credit card payments processed prior to the advertising start date.

### 4. TERMINATION

Either party may terminate this agreement by giving the other party 14 days prior written notice. If Advertiser/Agency so terminates this agreement, it shall pay Station at the rate on which this agreement is based up to the effective date of termination. If Station so terminates this agreement, Advertiser/Agency will either agree with Station on a satisfactory substitute day or time for continuance of the broadcast or announcements covered by this agreement at the rates on which this agreement is based for such substitute time, or if no such agreement can be reached, Advertiser/Agency will pay Station according to the rates specified herein for all broadcasts or announcements previously rendered by Station. Station may terminate this agreement at any time upon breach by Advertiser/Agency. In the event of termination hereunder, neither party shall be liable to the other party otherwise than as specified in this agreement.

### 5. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE OR IN THE PUBLIC INTEREST

(a) Station shall have the right to cancel any broadcast or announcement or any portion thereof covered by this agreement in order to broadcast any program that Station, in its absolute discretion, deems to be of public importance or in the public interest. In such case, Station will notify Advertiser/Agency in advance, if reasonably possible, but if not, within a reasonable time after such broadcast or announcement has been canceled.

(b) In the event that any broadcast or announcement is canceled under paragraph 5(a) above, Advertiser/Agency and Station will agree on a satisfactory substitute day and time for the broadcast or announcement, or if no such agreement can be reached within 7 days after notice of cancellation, the broadcast or announcement will be considered canceled without affecting the rates or rights provided under this agreement, except that Advertiser/Agency shall not be required to pay for the cancelled broadcast or announcement.

### 6. FAILURE TO BROADCAST

If, due to public emergency or necessity, restrictions imposed by law, acts of God, labor disputes, or for any other cause, including mechanical, electronic or technical breakdowns beyond Station's control, there is an interruption or omission of any program or commercial announcement contracted to be broadcast hereunder, Station shall not be in breach hereof, but upon agreement with Advertiser/Agency, Station shall substitute a reasonable equivalent date and time for the broadcast of the interrupted or omitted program or commercial announcement. If no such substitute time is available or agreed upon between the parties, the time charges allocable to the interrupted or omitted program or commercial announcement will be waived.

### 7. RATE PROTECTION

Station reserves the right at any time, upon 30-days written notice, to change the rates, discounts, or charges hereunder.

### 8. COMMERCIAL MATERIALS; INDEMNIFICATION

(a) This agreement is not exclusive as to Advertiser's business, products, or services and Station remains free to solicit and broadcast programs or announcements of other advertisers whether or not they are in competition with Advertiser's business, products, or services. All commercial materials, audio or video tapes, programs, or other similar materials shall be furnished and delivered to Station at Advertiser's/Agency's sole expense. Such materials, together with any instructions pertaining thereto, shall be delivered at least 48 hours in advance of the scheduled broadcast or announcement. All materials furnished for broadcast shall not be contrary to the public interest and shall conform to Station's then-existing program and operating policy and quality standards, and are subject to Station's prior approval and continuing right to reject or require editing of such materials. No advertising matter, announcement, or program that may be deemed, in the Station's sole discretion, injurious or prejudicial to the public's interest, the Station, or honest advertising and reputable business in general will be accepted. Station may destroy or dispose of any commercial material 60 days after the last broadcast hereunder, unless otherwise instructed in writing by Advertiser/Agency.

(b) Notwithstanding Station's approval rights in paragraph 8(a), Advertiser/ Agency shall indemnify and hold Station, its agents, employees, and officers harmless from and against all claims, damages, obligations, liabilities, costs and expenses, including attorneys' fees, that arise out of or result from any broadcast, preparation of any broadcast, or contemplated broadcast of materials furnished by or on behalf of Advertiser/Agency, or furnished by Station at Advertiser's/ Agency's request for use in connection with commercial material, including but not limited to those arising out of or that result from libel, slander, invasion of privacy rights, or infringement of any proprietary rights. Advertiser/Agency warrants that all materials furnished to Station truly represent Advertiser's business, products, or services and will be free from false claims or assertions. This paragraph 8(b) shall survive cancellation or termination of this agreement.

### 9. DISPUTES

Any discrepancy, dispute, or disagreement by Advertiser/Agency with any broadcast, announcement, program, or other service provided by Station hereunder or related to the amount charged by Station for same shall be reported to Station in writing within 20 days from the date of the invoice relating to same, time being of the essence. Failure to report such discrepancy, dispute, or disagreement in writing within such time shall constitute a waiver of all claims by Advertiser/Agency arising out of or related to such discrepancy, dispute, or disagreement.

### 10. GENERAL

(a) This agreement is subject to the terms of the licenses held by Station and is further subject to all federal, state, and municipal laws and regulations now in force or that may be enacted in the future, including but not limited to the Rules and Regulations of the Federal Communications Commission and its decisions, actions, and orders when acting under its quasi-legislative powers.

(b) This agreement, including the rights and obligations under it, may not be assigned or transferred without first obtaining Station's written consent, nor may Station be required to broadcast hereunder for the benefit of any Advertiser/ Agency other than those named on the face of this agreement.

(c) In the event of a breach by Station, Advertiser's/Agency's exclusive remedy therefore shall be a credit for substituted advertising time of equal value, and in no event shall Station be liable for any consequential, incidental, or punitive damages, or monetary damages of any type.

(d) This agreement shall be construed under and according to the laws of the State in which the Station's main studio is located. All parties hereto agree that in any action brought to enforce the obligation or right of any party hereunder, each party consents to personal jurisdiction and venue in any court of appropriate jurisdiction in the county or parish where the Station's main studio is located.

(e) If it becomes necessary for Station to place Advertiser's/Agency's account with an attorney or collection agency for the purpose of enforcing its rights hereunder, Advertiser/Agency shall be liable to Station for reasonable attorneys' fees, costs, and expenses.

(f) All notices hereunder shall be in writing and delivered by hand or registered or certified mail and shall be deemed given when delivered in person or, if mailed, on the second business day after the date of the mailing. Any notice hereunder shall be sufficient if given to either Advertiser or Agency.

(g) If any provision of this agreement shall be adjudged by a court to be void or unenforceable, such adjudication shall not affect the validity or enforceability of any other provision of this agreement.

(h) The provisions hereof constitute the entire agreement between the parties and supersede any and all other transactions, negotiations, or representations whatsoever as to the broadcast or announcements, or the parties' rights and obligations hereunder, and shall not be modified except in writing.

(i) This Station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales agreement for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

## STANDARD TERMS AND CONDITIONS

5/3/2011