

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, \_\_\_\_\_, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

- ☒ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☐ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: EPC

Agency name: Starcom Worldwide

Address: 375 Hudson St, New York, NY 10014

Contact: Dan Remke

Phone number: 206.270.4646

Email: dan.remke@publicismedia.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Electronic Payments Coalition, Inc.

Address: 1747 Pennsylvania Avenue NW Ste 1000, c/o Webster, Chamberlain & Bean

Contact: Jeffrey A. Tassey

Phone number: 202 285 5514

Email: jtass@tasseyandassociates.com

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☒ N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A

*Roger Marshall's bill to eliminate credit card rewards. Teaming up with President Biden to punish private industry for speaking out against harmful bill*

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor

Station Representative

Signature:

*Jeffrey A. Tassey*

Signature:

*Wes Good*

Name: Jeffrey A. Tassey

Name:

*Wes Good*

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time:

*12/22/23*

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?

☒ Yes

☐ No

Date ad received:

*11/21/23*

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

☒

Accepted

☐

Accepted IN PART (e.g., ad not received to determine content)\*

☐

Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:

*335799*

Station Call Letters:

*KWCH*

Date Received/Requested:

*12/22/23*

Est. #:

*0102*

Station Location:

*Wichita, KS*

Run Start and End Dates:

*12/25/23*

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.

# WOC14438452 [00.00]

Order Printout



Order Status:	Opened-New	Start/End Dates:	12/25/23 - 12/31/23	C/P/E:	EPC / NFL / 0102
Traffic Order #:		Agency:	STARCOM	Product Desc.:	EPC NFL
Buyer Order #:	2722332	Advertiser:	ELECTRONIC PAYMENTS COALITION	Estimate Desc.:	2023 EPC LOCAL NFL DEC
AE:	Unassigned	Buyer:	AMANDA MOREL	Total Cost:	\$20,000.00 (Cash)
Property:	KWCH TV	Primary Demo:	[N] Adults 25-54 (RTG)	Received Date:	12/22/23 9:01 AM
Sales Region:	Blank				

Comments:

INCLUSIVITY Publicis Media supports the 4As Fair Play Charter and strives for inclusivity and non-discrimination in all that we do. All media owners/vendors meeting the guidelines of the brief shall be considered from the outset of the review process. TERMS & CONDITIONS The services will be governed by the current agreement between Agency, Media Company and Advertiser. If no such agreement exists, then with respect to all branded integration, digital components, data, custom materials and confidential information, the terms set forth on the face of the Agency Insertion order (e.g., related to timing, placement of inventory) as well as the terms and conditions of the Agency Addendum to the AAAA/IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, version 2.0 located at <http://addendum.publicismedia.com; login is 'Addendum' and password is '@gree'> (the "Agency Addendum to the AAAA/IAB Standard Terms") shall apply. For clarity, the following terms shall apply to all buys and activities (in descending order of precedence): (a) the broadcast terms (located at <http://broadcast-addendum.publicismedia.com; login is 'broadcast' and password is '@gree'>) (the "Broadcast Terms"); (b) the Publicis Media Exchange Digital Video Agreement or the specific terms signed by Media Supplier and Agency, if any (where applicable) (collectively, the "Digital Video and VOD Terms"); (c) the Agency Addendum to the AAAA/IAB Standard Terms referenced above and (d) the AAAA Local Television Confirmation Contract which may be found at: [www.aaaa.com](http://www.aaaa.com) (as of the date of drafting this letter specifically at: [http://alpha.aaaa.org/wp-content/uploads/media\\_localtv.pdf](http://alpha.aaaa.org/wp-content/uploads/media_localtv.pdf)) (the "AAAA Local Television Terms"). CONFIDENTIALITY All information provided to you by the agency and/or its client(s) is confidential to the agency. By accepting such information, you agree to maintain the information in confidence and will exercise the same degree of care in safeguarding such information that you use for your own information, which shall be no less than reasonable care. You will only provide such information to your employees on a need to know basis and to no other party, and will be fully responsible to the agency and/or its clients for any unauthorized use of such information. You will only use the information as necessary to support your consideration and response to this request for proposals and will not use it for any other purpose. To the extent we enter into a transaction for services, the confidentiality terms in the agreement governing such transaction will supersede these terms. Nothing in this RFP requires either party to engage in any transaction or shall be read to convey ownership to either party's information or materials. DATA PROCESSING ADDENDUM In addition to the terms referenced above and to the extent that these services involve the processing of personal data of European Union data subjects as defined under applicable data protection law, the Insertion Order will also be governed by the Data Processing Addendum entered into by Agency and/or Publicis Media, Inc. and Media Company on or after 25 May 2018. If no such agreement exists, then the terms and conditions of the Publicis International Data Processing and Protection Appendix shall apply, located at <https://dppa.publicismedia.com; username is dppa and password is @gree>. The following, if agreed to by Agency and Media Company, shall supersede the above referenced DPPA: (i) DPA (ii) a non-EU letter of (iii) Interim GDPR terms. Creative Re-Use Under no circumstance is any creative to be simulcast to any other channel other than original purchased without prior approval. This includes but is not limited to content from local broadcast affiliates, networks, and/or digital streams being simulcast to local TV stations with originally purchased ad units included in said simulcast and therefore airing without approval.

List Items							Spots										Totals						
Line	Program	ST	Len	Time	Days	Rate	Dec 25									Total Spots	Total Cost	RTG	GRP	CPP	000	IMP	CPM
	XMAS GAME	N	30	1:00 PM-4:00	..	20.00										20,000	1,587						392.1

List Items						Spots										Totals		[N] Adults 25-54		[N] Adults 25-54	
Line	Program	ST	Len	Time	Days	Rate	Dec 25														
1	CHIEFS	M	:30	PM	W-----	0.00	1														
	(Program: XMAS GAME CHIEFS)																				
Spot Totals:						1															
[N] Adults 25-54 GRP:						12.60															
[N] Adults 25-54 GIMP:						51.00															
Rate Totals:						20000.00															
						1															
						20000.00															
						12.60															
						51.00															

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
December	1	\$20,000.00	12.60				

## ORDER

**KWCH12**  
 KBSD KBSH KBSL  
 KWCH.COM

## Orders

Order / Rev: 3357999  
 Alt Order #: WOC14438452  
 Product Desc: EPC NFL  
 Estimate: 0102  
 Flight Dates: 12/25/23 - 12/31/23  
 Original Date / Rev: 12/22/23 / 12/22/23  
 Order Type: NORMAL

KWCH  
 Primary AE: Wesley Good  
 Sales Office: GN-NY  
 Sales Region: National

## Agency

Name: Starcom  
 Buying Contact:  
 Billing Contact: Accounts Payable Starcom  
 c/o RE:Sources USA  
 New York, NY 10014

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

## Advertiser

Name: Electronic Payments Coalition  
 Demographic: A25-54  
 Product Codes: Issue - State - Other  
 Revenue Code 1: AGY  
 Revenue Code 2: POL  
 Revenue Code 3: POL-ISS  
 Priority: P-03

New Business End:  
 Advertiser External ID: 622729  
 Agency External ID: 151436  
 Unit Code: General  
 Order Separation: 00:30:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/27/23	12/25/23	1	\$20,000.00	\$17,000.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2023	1	\$20,000.00	\$17,000.00	12.60
Totals	1	\$20,000.00	\$17,000.00	12.60

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Wesley Good	GN-NY	National	Start Of Order - End Of Order	100%

## MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	12/25/23	12/25/23	Chiefs Early Game	CM	1:00 PM-4:00 PM	M-----	:30	1	\$20,000.00	P-03	12.60	NM	1	\$20,000.00
				Chiefs Early Game		(1:00 PM-4:00 PM)									
				(Program: XMAS GAME CHIEFS)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 12/25/23	12/31/23	M-----		1		\$20,000.00		12.60					
Totals														1	\$20,000.00