

# CONTRACT



**KMDL-FM**  
1749 Bertrand Dr.  
Lafayette, LA 70506  
(337) 233-6000

Contract / Revision	Alt Order #
4460604 /	

Advertiser	Original Date / Revision
Z-Best PAC	11/16/23 / 11/16/23

Contract Dates	Estimate #
11/18/23 - 11/18/23	

Product
November 2023

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Calendar	Cash
Property	Account Executive	Sales Office
KMDL-FM	Mary Galyean	Local Lafayette

Special Handling

Demographic
Households

Agy Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

And:

**Burning Stick Creative**  
Attention: - -  
217 Garfield  
Lafayette, LA 70501

## KMDL-FM - 4460604A

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KMDL	11/18/23	11/18/23	Sa-Su AM	6am-10am		:30			NM	3	\$306.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/23	11/19/23	----3-				3	\$102.00			
N 2	KMDL	11/18/23	11/18/23	Sa-Su Midday	10am-3pm		:30			NM	3	\$306.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/23	11/19/23	----3-				3	\$102.00			
<b>Totals</b>											<b>6</b>	<b>\$612.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
11/01/23 - 11/18/23	6	\$612.00	(\$91.80)	\$520.20
<b>Totals</b>	<b>6</b>	<b>\$612.00</b>	<b>(\$91.80)</b>	<b>\$520.20</b>

## KPEL-FM - 4460604B

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KPELF	11/18/23	11/18/23	Sa-Su AM	6am-10am		:30			NM	2	\$426.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/23	11/19/23	----2-				2	\$213.00			
N 2	KPELF	11/18/23	11/18/23	Sa-Su Midday	10am-3pm		:30			NM	2	\$426.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/23	11/19/23	----2-				2	\$213.00			
<b>Totals</b>											<b>4</b>	<b>\$852.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
11/01/23 - 11/18/23	4	\$852.00	(\$127.80)	\$724.20
<b>Totals</b>	<b>4</b>	<b>\$852.00</b>	<b>(\$127.80)</b>	<b>\$724.20</b>

**Contract Totals** 10 \$1,464.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

# Z Best PAC 11/18/23 only



From: Mary Gallyean  
 Phone: (337) 233-6000  
 Email:  
 11/16/2023 5:35 PM

Flight Dates: 11/18/2023 - 11/18/2023  
 Demo: P 21+

Radio Market: LAFAYETTE, LA  
 Survey: SP23 / FA22  
 Geography: Metro

ScheduleDescription:  
 Saturday 11/18 only

Radio Total	Daypart	Spots	Length	Unit Rate	Total Cost	Average Rating	Frequency	Schedule Cume Persons
<b>KMDL-FM</b>		<b>10</b>		<b>\$146.40</b>	<b>\$1,464.00</b>	<b>0.6%</b>	<b>2.0</b>	<b>20,400</b>
Flight A - 1 wk (11/13)		6		\$102.00	\$612.00	0.9%	2.0	16,400
One Week Total		6		\$102.00	\$612.00	0.9%	2.0	16,400
	Sa 6A-10A	3	30	\$102.00	\$306.00	0.6%	1.6	8,600
	Sa 10A-3P	3	30	\$102.00	\$306.00	1.1%	1.7	11,600
<b>KPEL-FM</b>		<b>4</b>		<b>\$213.00</b>	<b>\$852.00</b>	<b>0.2%</b>	<b>1.5</b>	<b>4,100</b>
Flight A - 1 wk (11/13)		4		\$213.00	\$852.00	0.2%	1.5	4,100
One Week Total		4		\$213.00	\$852.00	0.2%	1.5	4,100
	Sa 6A-10A	2	30	\$213.00	\$426.00	0.2%	1.3	2,000
	Sa 10A-3P	2	30	\$213.00	\$426.00	0.2%	1.3	2,900

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: LAFAYETTE, LA; SP23 / FA22; Metro; Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.  
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Z Best PAC 11/18/23 only



From: Mary Galyean  
 Phone: (337) 233-6000  
 Email:  
 11/16/2023 5:35 PM

Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Average Rating	Frequency	Schedule Cume Persons
Radio Total	10	\$146.40	\$1,464.00	0.6%	2.0	20,400
KMDL-FM	6	\$102.00	\$612.00	0.9%	2.0	16,400
KPEL-FM	4	\$213.00	\$852.00	0.2%	1.5	4,100

Accepted by Station \_\_\_\_\_ Date \_\_\_\_\_

Accepted by Client \_\_\_\_\_ Date \_\_\_\_\_

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 contract 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.

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: LAFAYETTE, LA; SP23 / FA22; Metro; Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.  
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# Detailed Sourcing Summary

Radio Market: LAFAYETTE, LA  
Survey: Average of Nielsen Radio Spring 2023, Nielsen Radio Fall 2022  
Geography: Metro  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 21+ (Primary)	397,000	2,217

Stations: User Selected  
Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: [http://www.arbitron.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>  
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.  
<https://ebook.nielsen.com/secure/RR8/2023SPR0253/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2022FAL0253/pdfs/SpecialNotices.pdf>

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# Fw: For your approval 11/18/23 schedule for z best PAC

Mary Galyean <Mary.Galyean@townsquaremedia.com>

Thu 11/16/2023 5:02 PM

To:Lafayette.AM <Lafayette.AM@townsquaremedia.com>

Cc:Nina Thibodeaux <Nina.Thibodeaux@townsquaremedia.com>

Here is the approval for the ZBest PAC order thanks, Mary

Mary Galyean  
Senior Account Executive  
Townsquare Media Lafayette  
1749 Bertrand Drive  
Lafayette, La. 70506  
337-962-9026  
mary.galyean@townsquaremedia.com



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**From:** Josh Richard <josh@burningstickcreative.com>  
**Sent:** Thursday, November 16, 2023 4:57 PM  
**To:** Mary Galyean <Mary.Galyean@townsquaremedia.com>  
**Subject:** Re: For your approval 11/18/23 schedule for z best PAC

Approved

On Thu, Nov 16, 2023 at 4:35 PM Mary Galyean <[Mary.Galyean@townsquaremedia.com](mailto:Mary.Galyean@townsquaremedia.com)> wrote:  
Please replay approved. I will use the NAB form you sent previously and update on my end. I assume we are using the same ad?

Thanks,  
Mary

Mary Galyean  
Senior Account Executive  
Townsquare Media Lafayette  
1749 Bertrand Drive  
Lafayette, La. 70506  
337-962-9026  
[mary.galyean@townsquaremedia.com](mailto:mary.galyean@townsquaremedia.com)



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A child is born! Well not yet but the wife and I are expecting soon so in true American spirit - While I'll be celebrating my son's birth I may be delayed in responding to your emails. But seriously, when the kiddo gets here I'll have my out-of-office reply on. Godspeed.



**JOSH RICHARD**  
PRESIDENT + CEO

337-739-7070  
josh@burningstickcreative.com  
217 Garfield St / Lafayette, LA 70501  
BURNINGSTICKCREATIVE.COM

**Internet Email Warning**

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

**ISSUE (Non-candidate) ADVERTISEMENT  
AGREEMENT FORM**

I, Josh Richard, 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:

Agency name: ZBest PAC

Address: PO Box 1701 Prairieville LA 70769

Contact: Josh Richard Phone number: 337-739-7070 Email: Josh@burningstickcreative.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: Josh Richard ZBest PAC

Address: PO Box 1701 Prairieville LA 70769

Contact: Amanda Malay Phone number: Email: babgiles@silescars.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):

Amanda Malay

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: 11/18/23

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

**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 <u>Z Best PAC</u>	Station Representative
Signature: <u>[Signature]</u>	Signature:
Name: <u>Josh Richard</u>	Name:
Date of Request to Purchase Ad Time: <u>11/6/23</u>	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 11/6/23

**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 #:	Station Call Letters: <u>KMOL/KPEL-FM</u>	Date Received/Requested: <u>11/16/23</u>
Est. #:	Station Location: <u>Savannah, Ga.</u>	Run Start and End Dates: <u>11/18/23</u>

**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.