

# CONTRACT



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

<u>Contract / Revision</u> 4454899 /		<u>Alt Order #</u>
<u>Advertiser</u> Z-Best PAC		<u>Original Date / Revision</u> 11/15/23 / 11/15/23
<u>Contract Dates</u> 11/16/23 - 11/18/23	<u>Estimate #</u>	
<u>Product</u> November 2023		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KMDL-FM	<u>Account Executive</u> Mary Galyean	<u>Sales Office</u> Local Lafayette
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

And:

**Burning Stick Creative**  
 217 Garfield  
 Lafayette, LA 70501

<b>KMDL-FM - 4454899A</b>												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KMDL	11/16/23	11/18/23	M-F AM Drive	6am-10am		:30			NM	4	\$936.00
		<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	---22--				4	\$234.00			
N 2	KMDL	11/16/23	11/18/23	M-F Midday	10am-3pm		:30			NM	4	\$580.00
		<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	---22--				4	\$145.00			
N 3	KMDL	11/18/23	11/18/23	Sa-Su Midday	10am-3pm		:30			NM	2	\$204.00
		<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	\$102.00			
<b>Totals</b>											10	\$1,720.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
11/01/23 - 11/18/23	10	\$1,720.00	(\$258.00)	\$1,462.00
<b>Totals</b>	10	\$1,720.00	(\$258.00)	\$1,462.00

<b>KPEL-FM - 4454899B</b>												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KPELF	11/16/23	11/18/23	M-F AM Drive	6am-10am		:30			NM	4	\$1,020.00
		<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	---22--				4	\$255.00			
N 2	KPELF	11/18/23	11/18/23	Sa-Su AM	6a-10a		:30			NM	1	\$213.00
		<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	-----1-				1	\$213.00			
<b>Totals</b>											5	\$1,233.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
11/01/23 - 11/18/23	5	\$1,233.00	(\$184.95)	\$1,048.05
<b>Totals</b>	5	\$1,233.00	(\$184.95)	\$1,048.05

<b>KTDY-FM - 4454899C</b>												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount

(\* 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.



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

Table with 2 columns: Contract / Revision (4454899 / ), Alt Order #

Table with 2 columns: Advertiser (Z-Best PAC), Original Date / Revision (11/15/23 / 11/15/23)

Table with 3 columns: Contract Dates (11/16/23 - 11/18/23), Product (November 2023), Estimate #

KTDY-FM - 4454899C

Main line items table with columns: \*Line, Ch, Start Date, End Date, Description, Start/End Time, Days, Length, Spots/Week, Rate, Type, Spots, Amount. Includes Line 1 (M-F AM Drive) and Line 2 (Sa-Su Midday).

Totals row showing 6 spots and \$1,030.00 amount.

Summary table with columns: Time Period, # of Spots, Gross Amount, Agency Comm., Net Amount. Shows totals for 11/01/23 - 11/18/23.

Contract Totals row showing 21 spots and \$3,983.00 amount.

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.



Z Best PAC 11.14.23 rev 2



From: Mary Galyean  
 Phone: (337) 233-6000  
 Email  
 11/14/2023 12:08 PM

Flight Dates: 11/01/2023 - 11/18/2023  
 Demo: P 21+

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

ScheduleDescription:  
 \$4000 budget - Issue Buy

Daypart	Notes	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	Schedule Cumulative Persons	Frequency	Net Reach
<b>Radio Total</b>		<b>21</b>		<b>\$189.67</b>	<b>\$3,983.00</b>	<b>1.1%</b>	<b>\$174.69</b>	<b>86,600</b>	<b>2.0</b>	<b>45,200</b>
<b>KMDL-FM</b>		<b>10</b>		<b>\$172.00</b>	<b>\$1,720.00</b>	<b>1.3%</b>	<b>\$136.51</b>	<b>54,600</b>	<b>1.8</b>	<b>27,800</b>
Flight A - 1 wk (11/13)										
One Week Total		10		\$172.00	\$1,720.00	1.3%	\$136.51	54,600	1.8	27,800
M-F 6A-10A	2x Th / 2x Fri	4	30	\$234.00	\$936.00	1.2%	\$195.00	39,400	1.4	14,300
M-F 10A-3P	2x Th / 2x Fri	4	30	\$145.00	\$580.00	1.4%	\$103.57	36,900	1.5	15,700
Sa 10A-3P		2	30	\$102.00	\$204.00	1.1%	\$92.73	11,600	1.4	6,200
<b>KPEL-FM</b>		<b>5</b>		<b>\$246.60</b>	<b>\$1,233.00</b>	<b>0.6%</b>	<b>\$411.00</b>	<b>16,900</b>	<b>1.5</b>	<b>7,200</b>
Flight A - 1 wk (11/13)										
One Week Total		5		\$246.60	\$1,233.00	0.6%	\$411.00	16,900	1.5	7,200
M-F 6A-10A	2x Th / 2x Fri	4	30	\$255.00	\$1,020.00	0.7%	\$364.29	16,900	1.5	7,000
Sa 6A-10A		1	30	\$213.00	\$213.00	0.2%	\$1,065.00	2,000	1.0	600
<b>KTDY-FM</b>		<b>6</b>		<b>\$171.67</b>	<b>\$1,030.00</b>	<b>1.2%</b>	<b>\$143.06</b>	<b>22,000</b>	<b>2.0</b>	<b>13,600</b>
Flight A - 1 wk (11/13)										
One Week Total		6		\$171.67	\$1,030.00	1.2%	\$143.06	22,000	2.0	13,600
F 6A-10A	Poly Power Hour	4	30	\$185.00	\$740.00	1.5%	\$123.33	16,600	2.1	11,300
Sa 10A-3P		2	30	\$145.00	\$290.00	0.6%	\$241.67	8,000	1.3	3,600

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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From: Mary Galyean  
 Phone: (337) 233-6000  
 Email:  
 11/14/2023 12:08 PM

**Schedule Grand Totals: 1 Week**

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	Schedule Curm Persons	Frequency	Net Reach
Radio Total	21	\$189.67	\$3,983.00	1.1%	\$174.69	86,500	2.0	45,200
KMDL-FM	10	\$172.00	\$1,720.00	1.3%	\$136.51	54,600	1.8	27,800
KPEL-FM	5	\$246.60	\$1,233.00	0.6%	\$411.00	16,900	1.5	7,200
KTDY-FM	6	\$171.67	\$1,030.00	1.2%	\$143.06	22,000	2.0	13,600

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.

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**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: 337739-7070 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: bobgiles@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:

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>ZBest AFL</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: 11/14/23

**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>KM DL, RPEL, KTDY</u>	Date Received/Requested: <u>11/15/23</u>
Est. #:	Station Location: <u>Salem, Va.</u>	Run Start and End Dates: <u>11/16-18/2023</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.