

# CONTRACT



**WKMK/WTHJ**  
**Press Communications, LLC**  
**201 Main Street- Suite 1A**  
**Allenhurst, NJ 07711-1154**  
**Tax ID#: 22-3523278**  
**(732) 751-1119 ext 4105**

<u>Contract / Revision</u> 30076 /		<u>Alt Order #</u> 4450171
<u>Advertiser</u> Gopal, Donolon and Peter Paul		<u>Original Date / Revision</u> 10/09/23 / 10/09/23
<u>Contract Dates</u> 10/10/23 - 11/12/23	<u>Estimate #</u>	
<u>Product</u> 10/10-11/7 Gopal Donolon and Peterpaul for LD11		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WKMK/WTHJ	<u>Account Executive</u> GMP National	<u>Sales Office</u> National
<u>Special Handling</u> Electronic Invoice		
<u>Demographic</u> Adults 18+		
<u>Agy Code</u> 9912580	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Media Financial Services**  
**1655 Palm Beach Lakes Blvd**  
**#903**  
**West Palm Beach, FL 33401**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	106	10/10/23	10/15/23	Mon-Fri AM	6:00 AM-10:00 AM		1:00			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/23	10/15/23	-TWTF--				3	\$125.00			
N 2	106	10/10/23	10/15/23	Mon-Fri Mldday	10:00 AM-3:00 PM		1:00			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/23	10/15/23	-TWTF--				3	\$125.00			
N 3	106	10/10/23	10/15/23	Mon-Fri PM	3:00 PM-7:00 PM		1:00			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/23	10/15/23	-TWTF--				3	\$125.00			
N 4	106	10/10/23	10/15/23	Mon-Fri Evening	7:00 PM-11:00 PM		1:00			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/23	10/15/23	-TWTF--				2	\$50.00			
N 5	106	10/15/23	10/20/23	Sat-Sun Prime Time	6:00 AM-7:00 PM		1:00			NM	3	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/23	10/21/23	-----S				3	\$55.00			
N 6	106	10/16/23	11/05/23	Mon-Fri AM	6:00 AM-10:00 AM		1:00			NM	15	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/23	10/22/23	MTWTF--				5	\$125.00			
Week:		10/23/23	10/29/23	MTWTF--				5	\$125.00			
Week:		10/30/23	11/05/23	MTWTF--				5	\$125.00			
N 7	106	10/16/23	11/05/23	Mon-Fri Mldday	10:00 AM-3:00 PM		1:00			NM	15	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/23	10/22/23	MTWTF--				5	\$125.00			
Week:		10/23/23	10/29/23	MTWTF--				5	\$125.00			
Week:		10/30/23	11/05/23	MTWTF--				5	\$125.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
 ADVERTISING CONTRACT-TERMS AND CONDITIONS

Press Communications, LLC (the "PCLLC") will broadcast the advertisements and programs covered by this Advertisers order as placed with PCLLC within the dates and the approximate hourly times provided on such orders. The Contract Confirmation or Client Proposal outlining the advertising arrangement with PCLLC serves to provide Advertiser and/or Agency with written notice of the Station's standard advertising terms and conditions. The advertising schedule may be placed directly by the Advertiser and/or the Agency ("Parties"). The Parties understand and accept that they will be jointly and severally liable for payment of all invoices. The tender of any bill to the Agency shall constitute tender of said bill to the Advertiser. The rights of PCLLC shall not be affected by any dispute or claim by and between the Advertiser and Agency. In the case of an Agency relationship change, the Advertiser must provide written notice within 15 days of any change in the Agency relationship and the Advertiser shall be responsible to communicate the terms of this Agreement to the new Agency and shall accordingly bind the new Agency to this Agreement. The Advertiser, or Agency, cannot sublet or assign its rights or privileges under this Agreement without the prior written consent of PCLLC. The Advertiser shall not be permitted to use any time purchased under this Agreement for any purpose other than to promote the business of the Advertiser whether under the Advertiser's name or trade name without consent of PCLLC. PCLLC reserves the right to change the time of scheduled broadcasts when necessary. Announcements not made as scheduled will be made good during the next available program period(s). All other Station policies in effect shall be considered as part hereof and shall be binding on the Advertiser as if fully set forth herein. This Agreement contains the entire understanding of the Parties, and shall be construed in accordance with the laws of the State of New Jersey. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. The foregoing terms shall be deemed accepted by all parties once the Station runs the advertising schedule placed by Agency/Advertiser.

IN THE EVENT THIS AGREEMENT IS PLACED IN THE HANDS OF AN ATTORNEY FOR COLLECTION AFTER DEFAULT, THE PARTIES AGREE TO PAY 20% OF THE UNPAID BALANCE FOR ATTORNEY FEES. DELINQUENT ACCOUNTS ARE SUBJECT TO A FINANCE CHARGE, APPLIED MONTHLY, AT THE RATE OF THIRTEEN PERCENT (13%) PER ANNUM.



**WKMK/WHJ**  
**Press Communications, LLC**  
 201 Main Street- Suite 1A  
 Allenhurst, NJ 07711-1154  
 Tax ID#: 22-3523278  
 (732) 751-1119 ext 4105

<u>Contract / Revision</u>	<u>Alt Order #</u>
30076 /	4450171

<u>Advertiser</u>	<u>Original Date / Revision</u>
Gopal, Donolon and Peter Paul	10/09/23 / 10/09/23

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/10/23 - 11/12/23	10/10-11/7 Gopal Donol	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 8	106	10/16/23	11/05/23	Mon-Fri PM	3:00 PM-7:00 PM		1:00			NM	15	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/23	10/22/23	MTWTF--				5	\$125.00			
Week:		10/23/23	10/29/23	MTWTF--				5	\$125.00			
Week:		10/30/23	11/05/23	MTWTF--				5	\$125.00			
N 9	106	10/16/23	11/05/23	Mon-Fri Evening	7:00 PM-11:00 PM		1:00			NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/23	10/22/23	MTWTF--				2	\$50.00			
Week:		10/23/23	10/29/23	MTWTF--				2	\$50.00			
Week:		10/30/23	11/05/23	MTWTF--				2	\$50.00			
N 10	106	10/21/23	11/10/23	Sat-Sun Prime Time	6:00 AM-7:00 PM		1:00			NM	9	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/23	10/27/23	-----SS				3	\$55.00			
Week:		10/28/23	11/03/23	-----SS				3	\$55.00			
Week:		11/04/23	11/10/23	-----SS				3	\$55.00			
N 11	106	11/06/23	11/12/23	Mon-Fri AM	6:00 AM-10:00 AM		1:00			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/23	11/12/23	MT-----				2	\$125.00			
N 12	106	11/06/23	11/12/23	Mon-Fri Mldday	10:00 AM-3:00 PM		1:00			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/23	11/12/23	MT-----				2	\$125.00			
N 13	106	11/06/23	11/12/23	Mon-Fri PM	3:00 PM-7:00 PM		1:00			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/06/23	11/12/23	MT-----				2	\$125.00			
<b>Totals</b>											<b>80</b>	<b>\$8,560.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/23 -10/29/23	54	\$5,670.00	(\$850.50)	\$4,819.50
10/30/23 -11/07/23	26	\$2,890.00	(\$433.50)	\$2,456.50
<b>Totals</b>	<b>80</b>	<b>\$8,560.00</b>	<b>(\$1,284.00)</b>	<b>\$7,276.00</b>

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

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# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Leah Casterlin, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

  

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Via Gopal, Margarie Dondon, Luanne Peterpaul

Authorized committee:

Gopal, Dondon and Peterpaul for LD 11

Agency requesting time (and contact information):

N/A Media Fortitude Partners

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

State Senate, State Assembly

Date of election:

NOV 7, 2023

General

Primary

Treasurer of candidate's authorized committee:

Warren Goode  
PO Box 579, Ocean, NJ 07712

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:

Leah Casterlin

Signature:

Name: Leah Casterlin

Name:

Date of Request to Purchase Ad Time: 8/27/23

Date of Station Agreement to Sell Time:

**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:

Name:

N/A

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received:

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

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:

\*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 #: 732-774-4755 x215	Station Call Letters: WKMK / WJZG	Date Received/Requested: 10/9/23
Est. #:	Station Location: Neptune, NJ	Run Start and End Dates: 10/10/23 - 11/12/23

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

# Gen Media Partners LLC

1655 Palm Beach Lakes Blvd  
Suite #903  
West Palm Beach, FL 33401

10/10/23 10:46:48 AM

Ref#: R283930738808

Authorization Code: 257302

**Total: \$12,784.00 USD**

Card Number: XXXXXXXXXXXXX1000

Card Holder: MEDIAFORTITUDE PARTNERS

Card Brand: AMEX

Thank you for your business!