

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WISN TV, Inc. - Madison, WI	Date: 11/1/18
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I, Odney, Inc.,

being/on behalf of: Cramer for Senate,

a legally qualified candidate of the Republican

political party for the office of: U S Senate

in the General

election to be held on: November 6, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As Ordered See IO			

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Cramer for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Chris Marston

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

7/31/18
Date

Pam Schmidt
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Cramer for Senate

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the 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.

☐ the television programming 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.

Pam Schmidt

signature of candidate or authorized committee

Pam Schmidt

printed name

7/31/18

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See IO			

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

New Order

Media: Radio
Client: KEVIN CRAMER FOR US SENATE
Product: CRAMER FOR US SENATE 7
CPE: CRAMK/CFS7/531
Description: CRAM - 2018 September Radio
Rep:
Version: 1
Comments: Flight: Thursday 8/30 - Friday 9/28

Market: Grand Forks
Demo: Adults 35-64
Separation: 30
Flight Start: 8/27/18
Flight End: 9/30/18
Sales Office:
Survey:

Vendor: KYCK-FM
AE: Misty Paul
Phone:
Fax:

Billing To: Odney Advertising
 117 West Front Avenue
 Bismarck, ND 58504
Phone: 701-222-8721
Fax:

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/27	9/3	9/10	9/17	9/24	Total Spots	Adults 35-64 RTG	CPP
1	ThF 10:00A-3:00P	MD	\$22.35	C 30	6	0	0	0	0	6		
Comments: 3x/day Th-F 10a-3p												
2	MTuWThF 10:00A-3:00P	MD	\$22.35	C 30	0	15	15	15	15	60		
Comments: 3x/day M-F 10a-3p												
Total Spots:					6	15	15	15	15	66		
Total GRP/GIMP(000):					0.0	0.0	0.0	0.0	0.0		0.0	
Month	Cash\$-Spots	Trade\$-Spots		Total\$-Spots								
9/2018	\$1,475.10 - 66	\$0.00 - 0		\$1,475.10 - 66								
Total Gross Cost:			\$1,475.10									Total Gross CPP: \$0.00
Total Net Cost:			\$1,253.84									Total Net CPP: \$0.00

Disclaimer:

Odney is placing this order on behalf of Cramer for US Senate.

When multiple broadcast spots are ordered during a Monday-Friday timeframe they need to be scheduled on separate days. More than one spot per day in the same program will not be accepted.

A 15 minute separation between spots is required. Spots will not be paid if they run within 15 minutes of each other.

Product separation is also required. No spots will be paid when they appear back-to-back with a competitor.

A post-buy analysis will be conducted on broadcast placement, stations must deliver at least 90% of the target audience or make goods will be required. If there is any disagreement on the ratings please contact the buyer prior to confirmation. OUR INSERTION ORDER SERVES AS A PURCHASE ORDER. THIS ESTIMATE NUMBER MUST BE ON ALL INVOICES OR PAYMENT MAY BE DELAYED