

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: <u>94.9 WDKB-FM</u> | Date: <u>3/12/21</u> |
|-----------------------------------------------------|--------------------------------|

I, Barb Lanson,
 being/on behalf of: Barb Lanson, a legally
 qualified candidate of the Republican political
 party for the office of: 2nd WARD Alderman
 in the Council
 election to be held on: April 6th
 do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|---------------------------|----------------------------------|------|-------|----------------|-----------------|
| * SEE ATTACHED schedule * | | | | | |

Total Charges: \$420 gross / \$357.⁰⁰/₁₀₀ Net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty box for listing matters of national importance]

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

Barb Larson

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:

Barb Larson

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

3/12/21
Date

Barbara Larson
Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

William A. Koch
Signature

William A. Koch
Printed Name

Account Executive
Title



Thomas Gomez <tgomez@rmgmwf.com>

Fwd: WDKB - Political Advertising for Barb Larson

1 message

2850-2-6

Bill Koch <bkoch@rmgmwf.com>
 To: Thomas Gomez <tgomez@rmgmwf.com>

Fri, Feb 26, 2021 at 8:31 AM

Hi Thomas -

Pease set up in VT.

Thanks,

Bill

----- Forwarded message -----

From: **Barb Larson** <barb@barblarsonforalderman.com>
 Date: Thu, Feb 25, 2021 at 4:24 PM
 Subject: Re: WDKB - Political Advertising for Barb Larson
 To: Bill Koch <bkoch@rmgmwf.com>

My billing address is 2915 Wedgewood Drive in DeKalb, IL 60115. Phone: 815-970-1810. And I will be paying via check. Let me check my calendar and get back to you about a recording date.

Thanks!

From: Bill Koch <bkoch@rmgmwf.com>
Sent: Thursday, February 25, 2021 4:17 PM
To: Barb Larson <barb@barblarsonforalderman.com>
Subject: Re: WDKB - Political Advertising for Barb Larson

Perfect. What address should I use for billing address and phone number? Also, will you be paying via credit card or check? And finally, when would you like to come in to record?

On Thu, Feb 25, 2021, 3:34 PM Barb Larson <barb@barblarsonforalderman.com> wrote:
 Those additions sound perfect.

Thanks,

Barb

From: Bill Koch <bkoch@rmgmwf.com>
Sent: Thursday, February 25, 2021 3:18 PM
To: Barb Larson <barb@barblarsonforalderman.com>
Subject: Re: WDKB - Political Advertising for Barb Larson

Hi Barb -

Your 35 AAA commercials comes to \$350 gross / \$297.50 net.

If you truly have \$350 to spend, you could get another 6 or 7 commercials...perhaps adding 5 AAA commercials to 4/01 and adding 1 AAA commercial on 4/05 and 1 AAA commercial on 4/06 (total of 6 each day). 42 x \$10 = \$420 less 15% discount = \$357.00.

Would that work for you? Please let me know.

Thanks,

Bill

On Thu, Feb 25, 2021 at 11:22 AM Barb Larson <barb@barblarsonforalderman.com> wrote:

Hi Bill,

Thank you for following up. I have attached the schedule for my ads with a \$350 budget. Am I able to record my ad at the station sometime in early March?

Barb

From: Bill Koch <bkoch@rmgwmf.com>
Sent: Wednesday, February 24, 2021 9:48 AM
To: Barb Larson <barb@barblarsonforalderman.com>
Subject: Re: WDKB - Political Advertising for Barb Larson

Hi Barb -

Just following up on this. Please give me a call when you get a chance. 815-262-3698.

Thank you,

Bill

On Fri, Feb 19, 2021, 3:48 PM Bill Koch <bkoch@rmgwmf.com> wrote:

Hi Barb -

Thank you for reaching out!

Our political rate card is attached for your review.

Do you have a budget in mind? If you do, I would be happy to begin working on a suggested proposed schedule for your consideration.

Please let me know, and I look forward to hearing from you soon and working with you in the near future.

Thanks!

Bill

--

Bill Koch : Media and Marketing Consultant

o: 815-874-7861 x: 229
d: 815-873-3274
c: 815-262-3698
2830 Sandy Hollow Road
Rockford IL 61109

 A picture containing text Description automatically generated

Mid-West Family Broadcasting 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 or ethnicity.

FCC Sponsorship ID Laws

To learn more about FCC Sponsorship ID Laws please click here.

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7FE64D3567F6497BBAD5CDBC6F060797[11808411].png
30K

March -- April

2021

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---------------------|---------------------|---------------------|----------|---------------------|----------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 AAA (5 spots) | 23 AAA (5 spots) | 24 | 25 | 26 AAA (5 spots) | 27 |
| 28 | 29 AAA (5 spots) | 30 | 31 AAA (5 spots) | 1 | 2 AAA (5 spots) | 3 |
| 4 | 5 AAA (5 spots) | 6 AAA (5 spots) | | | | |

MID-WEST FAMILY BROADCASTING ROCKFORD
 2830 SANDY HOLLOW RD
 ROCKFORD, IL 61109

Client: **BARB LARSON FOR ALDERMAN**
 Order #: **2850-00002-6**
 Description: **POLITICAL - APRIL**
 Date Entered: **2/26/2021**
 P.O.#:
 Salesperson: **Koch, Bill**
 Invoice Frequency: **Billed at end of Cal/EOS (Invoice will NOT be printed)**

BARB LARSON FOR ALDERMAN
 2915 WEDGEWOOD DRIVE
 DEKALB, IL 60115

On-Air Schedule

| Start Date | End Date | Station | Scheduled Time/Event | Repeated | Length | Qty | Rate | Total | M | Tu | W | Th | F | Sa | Su |
|-------------|-----------|---------|------------------------|----------|--------|-----|-------|--------|---|----|---|----|---|----|----|
| 1 3/23/2021 | 4/6/2021 | WDKB-FM | 06:00:00a to 07:00:00p | CUSTOM | :30 | 42 | 10.00 | 420.00 | Y | Y | Y | Y | Y | N | N |
| 3/23/2021 | 3/28/2021 | | | | | 10 | 10.00 | 100.00 | 0 | 5 | 0 | 0 | 5 | 0 | 0 |
| 3/29/2021 | 4/4/2021 | | | | | 20 | 10.00 | 200.00 | 5 | 0 | 5 | 5 | 5 | 0 | 0 |
| 4/5/2021 | 4/6/2021 | | | | | 12 | 10.00 | 120.00 | 6 | 6 | 0 | 0 | 0 | 0 | 0 |

Order Start Date: 3/23/2021 Order End Date: 4/6/2021 Spots: 42 Total Charges: \$420.00
 Combined Discounts: \$63.00
 Total Net: \$357.00

This station does not discriminate in the sale of advertising time, and will accept no advertising that is placed with an intent to discriminate on the basis of race 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, national origin, or ancestry.

Projected Calendar Month/End-Of-Schedule Billing Totals for BARB LARSON FOR ALDERMAN / 2850-00002-6 :

| | | <u>Spot Count</u> | <u>Gross Billing</u> | <u>Combined Disc.</u> | <u>Net Billing</u> |
|---------------|------|-------------------|----------------------|-----------------------|--------------------|
| March | 2021 | 20 | \$200.00 | \$30.00 | \$170.00 |
| April | 2021 | 22 | \$220.00 | \$33.00 | \$187.00 |
| Total: | | 42 | \$420.00 | \$63.00 | \$357.00 |

Confirmed & Accepted for MID-WEST FAMILY BROADCASTING ROC

Accepted for BARB LARSON FOR ALDERMAN By:

 Please Sign and Return One Copy