

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, DAVE CROOKS, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

TERRY GOODIN

Authorized committee:

TERRY GOODIN FOR STATE REPRESENTATIVE

Agency requesting time (and contact information):

N/A DLC MEDIA, INC - BRAZIL, IN 812-420-2518  
DLC@DLCMEDIA/INC.COM

Candidate's political party:

DEMOCRATIC

Office sought (no acronyms or abbreviations):

STATE REPRESENTATIVE

Date of election:

11-3-20

General

Primary

Treasurer of candidate's authorized committee:

TERRY GOODIN

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:

[Signature]

Signature:

Beth Karweick

Name:

DAVE CROOKS

Name:

Beth Karweick

Date of Request to Purchase Ad Time:

10/28/20

Date of Station Agreement to Sell Time:

10/28/2020

**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:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 10/28/2020

**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 #: 526934	Station Call Letters: WSFR-FM	Date Received/Requested: 10/28/2020
Est. #: N/A	Station Location: LOUISVILLE, KY	Run Start and End Dates: 10/30-11/3/2020

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.



**WSFR-FM**  
**612 S. 4th Street**  
**Louisville, KY 40202**  
**(502) 589-4800**

# CONTRACT

<u>Contract / Revision</u> 526934 /		<u>Alt Order #</u>
<u>Advertiser</u> <b>Terry Goodlin for State Representative</b>		<u>Original Date / Revision</u> 10/28/20 / 10/28/20
<u>Contract Dates</u> <b>10/30/20 - 11/03/20</b>	<u>Estimate #</u>	
<u>Product</u> <b>Terry Goodlin for State Representative</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WSFR-FM</b>	<u>Account Executive</u> Louisville Radio Hous	<u>Sales Office</u> Radio-Louisville
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 133807	<u>Advertiser Ref</u> 246472	

And:

**DLC Media, Inc.**  
**Attention: Dave Crooks**  
**111 West National Avenue**  
**Brazil, IN 47834**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WSFR	10/30/20	11/03/20	M-F 6a-10a	6a-10a		:30			NM	12	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	----F--				4	\$35.00			
Week:		11/02/20	11/08/20	MT-----				8	\$35.00			
N 2	WSFR	10/30/20	11/02/20	M-F 10a-3p	10a-3p		:30			NM	10	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	----F--				5	\$40.00			
Week:		11/02/20	11/08/20	M-----				5	\$40.00			
N 3	WSFR	10/30/20	11/02/20	M-F 3p-7p	3p-7p		:30			NM	8	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	----F--				4	\$40.00			
Week:		11/02/20	11/08/20	M-----				4	\$40.00			
N 4	WSFR	10/30/20	11/02/20	M-F 7p-12x	M-F 7p-12x		:30			NM	10	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	----F--				5	\$5.00			
Week:		11/02/20	11/08/20	M-----				5	\$5.00			
N 5	WSFR	10/30/20	10/31/20	Sat-Sun 6a-7p	6a-7p		:30			NM	13	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	-----S-				13	\$30.00			
N 6	WSFR	11/01/20	11/01/20	Sat-Sun 6a-7p	6a-7p		:30			NM	13	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	-----S				13	\$30.00			
<b>Totals</b>											<b>66</b>	<b>\$1,970.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/26/20 - 11/03/20	66	\$1,970.00	(\$295.50)	\$1,674.50
<b>Totals</b>	<b>66</b>	<b>\$1,970.00</b>	<b>(\$295.50)</b>	<b>\$1,674.50</b>

(\* 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.

Advertiser and Agency, jointly and severally, represent, warrant, and covenant that the advertising supplied to Station, including any music contained therein, is rights-cleared for exhibition, distribution, performance, and/or retransmission by broadcast television, including on a mobile DTV (ATSC M/H or successor standard) basis, and by any multichannel video programming distributor or any other video delivery system, including, but not limited to, streaming over the Internet or distribution on a TV-Everywhere-type and/or OTT basis, whether on a linear, video-on-demand, start-over, or look-back basis.



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526934 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>Terry Goodlin for State Representative</b>	10/28/20 / 10/28/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
<b>10/30/20 - 11/03/20</b>	Terry Goodlin for State R	

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

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To: Summit Media

Fr: Dave Crooks, DLC Media, Inc. 812-617-0179

Dt: 10-28-20

Re: Terry Goodin for State Representative

30 second Radio – 1 ad to use 100%

**WSFR 107.7 Classic Hits**

Friday, 10/30	6am-10am	4 @ \$35	= \$140
Friday, 10/30	10am-3pm	5 @ \$40	= \$200
Friday, 10/30	3pm-7pm	4 @ \$40	= \$160
Friday, 10/30	7pm-Midnight	5 @ \$5	= \$25
Saturday 10/31	6am-7pm	13 @ \$30	= \$390
Sunday, 11/1	6am-7pm	13 @ \$30	= \$390
Monday, 11/2	6am-10am	4 @ \$35	= \$140
Monday, 11/2	10am-3pm	5 @ \$40	= \$200
Monday, 11/2	3pm-7pm	4 @ \$40	= \$160
Monday, 11/2	7pm-Midnight	5 @ \$5	= \$25
Tuesday, 11/3	6am-10am	4 @ \$35	= \$140
<b>Total Number of Units</b>		<b>66</b>	<b>= \$1,970 Gross</b>
Average Cost per Unit		\$29.85	
Less Agency Commission		\$295.50	\$1,674.50 Net

