

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, American Crossroads, 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: Main Street Media Group

Address: PO Box 25093 Alexandria, VA 22313

Contact: Media Buyer

Phone number: 703-485-0398

Email: info@msmg.tv

**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: American Crossroads

Address: 45 North Hill Drive, Suite 100, Warrenton, VA 20186

Contact: Jack Pandol

Phone number: 202.559.6428

Email: Info@americancrossroads.org

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):**

Board: Mike Duncan, Jo Ann Davidson, Anne Hathaway & Phil Cox; Caleb Crosby, Treasurer

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: **Cal Cunningham**

Office(s) sought by such candidate(s) (no acronyms or abbreviations): **U.S. Senate**




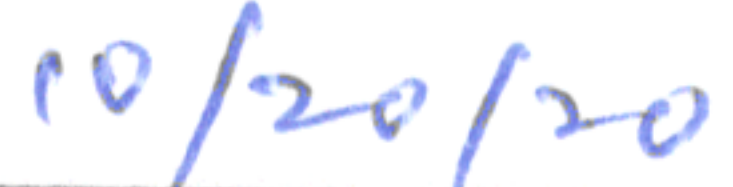
Date of election: **November 3, 2020**

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	Station Representative
Signature: 	Signature: 
Name: Media Buyer, Main Street Media Group	Name: 
Date of Request to Purchase Ad Time: 10/9/2020	Date of Station Agreement to Sell Time: 

**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).**



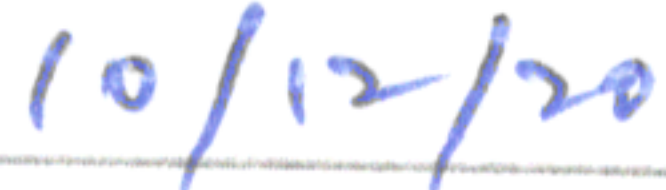
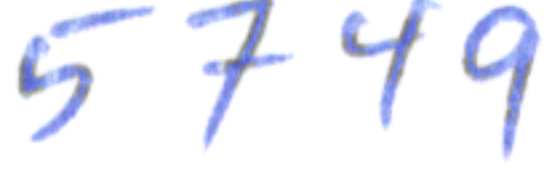
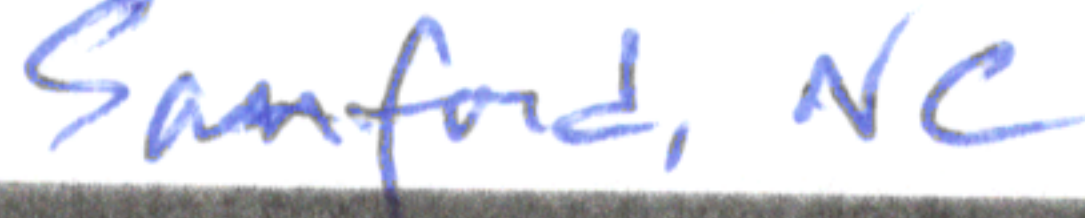

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are 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: 	Date Received/Requested: 
Est. #: 	Station Location: 	Run Start and End Dates: 

**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.

**MARKET:** UM - Robbins, NC **AMOUNT:** \$1,155.00 **AGENCY:** MEDIA FINANCIAL SERVICES  
**REP:** Regional Reps Non-Rep **SPOTS:** 35 **INVOICES@MediaFinancial.com**  
**MOD:** 1 Stn Ver: 1 Last:  
**SALES OFFICE:** PHILADELPHIA **SLS PH:** 216 535 3967  
**SALESPERSON:** Linley Grande **SLS FAX:** N/A  
**SLS EMAIL:** Linley.Grande@GenMediaPartners.com  
**AGENCY:** MEDIA FINANCIAL SERVICES **AGY CLI:** **CONTRACT # FOR INVOICING 4390803**  
**ADVERTISER:** American Crossroads **AGY PRD:** **INVOICE:** MEDIA FINANCIAL SERVICES  
**PRODUCT:** 10/20-10/26 est#5749 NORTH CAROLINA **AGY EST:** 5749 **Invoices@MediaFinancial.com**  
**FLIGHT:** 10-20-2020 TO 10/26/2020 **[X]Unwired [ ]Spot [ ]Mod**  
**TOT # OF DAYS:** 7  
**PRIM. DEMO:** Adults 25-54 **[X]Cash [ ]Trade**  
**SEC. DEMO:** **SPOT TYPE:** **LAST SENT:** 10/09/2020 15:02

**COMMENTS**

**[Rep Comment] 10/09/2020: NEW ORDER- PLEASE CONFIRM UPON RECEIPT IN RADIO EXCHANGE IF YOU ARE SET UP OR TO LISA.LABELLE@GENMEDIAPARTNERS.COM**

**THIS IS AN UNWIRED NETWORK ORDER. SEND INVOICES ELECTRONICALLY OR TO INVOICES@MEDIA FINANCIAL.COM BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; SpotData: IDB#1828; EMEDIATRADE:EMT10263.**

**ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.**

**By accepting and airing this schedule, station agrees to pay Regional Reps a sales commission equal to 15% of the agency gross in addition to the 15% agency commission.**

DAY#1		10/20/2020 To 10/20/2020						TOT \$231.00			TOTAL SPOTS 7	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL	
	1		.T.....	6:00AM	10:00AM	60	10/20/2020	10/20/2020	3	\$35	\$105	
	2		.T.....	10:00AM	3:00PM	60	10/20/2020	10/20/2020	2	\$31	\$62	
	3		.T.....	3:00PM	7:00PM	60	10/20/2020	10/20/2020	2	\$32	\$64	

DAY#2		10/21/2020 To 10/21/2020						TOT \$231.00			TOTAL SPOTS 7	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL	
	1		..W....	6:00AM	10:00AM	60	10/21/2020	10/21/2020	3	\$35	\$105	
	2		..W....	10:00AM	3:00PM	60	10/21/2020	10/21/2020	2	\$31	\$62	
	3		..W....	3:00PM	7:00PM	60	10/21/2020	10/21/2020	2	\$32	\$64	

MARKET:	UM - Robbins, NC	AMOUNT:	\$1,155.00	AGENCY:	MEDIA FINANCIAL SERVICES
REP:	Regional Reps Non-Rep	SPOTS:	35		Invoices@MediaFinancial.com
MOD:	1 Stn Ver: 1 Last:				
SALES OFFICE:	PHILADELPHIA	SLS PH:	216 535 3967		
SALESPERSON:	Linley Grande	SLS FAX:	N/A		
SLS EMAIL:	Linley.Grande@GenMediaPartners.com				
AGENCY:	MEDIA FINANCIAL SERVICES	AGY CLI:		CONTRACT # FOR INVOICING	4390803
ADVERTISER:	American Crossroads	AGY PRD:		INVOICE:	MEDIA FINANCIAL SERVICES
PRODUCT:	10/20-10/26 est#5749 NORTH CAROLINA	AGY EST:	5749		Invoices@MediaFinancial.com
FLIGHT:	10-20-2020 TO 10/26/2020	[X]Unwired [ ]Spot [ ]Mod			
TOT # OF DAYS:	7				
PRIM. DEMO:	Adults 25-54	[X]Cash [ ]Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT:	10/09/2020 15:02

<b>DAY#3</b>		<b>10/22/2020 To 10/22/2020</b>						<b>TOT \$231.00</b>		<b>TOTAL SPOTS 7</b>		
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL	
	1		...T...	6:00AM	10:00AM	60	10/22/2020	10/22/2020	3	\$35	\$105	
	2		...T...	10:00AM	3:00PM	60	10/22/2020	10/22/2020	2	\$31	\$62	
	3		...T...	3:00PM	7:00PM	60	10/22/2020	10/22/2020	2	\$32	\$64	

<b>DAY#4</b>		<b>10/23/2020 To 10/23/2020</b>						<b>TOT \$231.00</b>		<b>TOTAL SPOTS 7</b>		
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL	
	1		....F..	6:00AM	10:00AM	60	10/23/2020	10/23/2020	3	\$35	\$105	
	2		....F..	10:00AM	3:00PM	60	10/23/2020	10/23/2020	2	\$31	\$62	
	3		....F..	3:00PM	7:00PM	60	10/23/2020	10/23/2020	2	\$32	\$64	

<b>DAY#7</b>		<b>10/26/2020 To 10/26/2020</b>						<b>TOT \$231.00</b>		<b>TOTAL SPOTS 7</b>		
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL	
	1		M.....	6:00AM	10:00AM	60	10/26/2020	10/26/2020	3	\$35	\$105	
	2		M.....	10:00AM	3:00PM	60	10/26/2020	10/26/2020	2	\$31	\$62	
	3		M.....	3:00PM	7:00PM	60	10/26/2020	10/26/2020	2	\$32	\$64	

