



Political Candidate Advertisements Agreement Form

Candidate Type: Federal Candidate State or Local Candidate

Date: 5/1, 2024.

Station and Location: WVBC Media - WVTF, WVCC - WEPB / Martinsburg

I, David DeHaven,

[select one] Being

On behalf of: David DeHaven, a legally qualified candidate associated with the West Virginia political party or organization, and seeking the office of County Executive Magistrate in the Primary election to be held on May 14, 2024, do hereby request advertising time as follows:

LENGTH OF BROADCAST	DAYPART, PKG. OR ROTATION	DAYS OF THE WEEK	CLASS OF TIME	TIMES PER WEEK	NUMBER OF WEEKS
<p><i>See Radio Schedule attached</i></p>					

TOTAL CHARGES: \$1996.20

IMPORTANT NOTE: To avail himself or herself of the Lowest Unit Charge (LUC) available during a "Political Window" period (45 days prior to a Primary Election or 60 days prior to a General Election), a candidate for a federal office must sign the Certification on Page 3 of this Agreement Form.

This station does not discriminate in the sale of advertising time, and will accept no advertising, which is placed with the 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.

Initials DD

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

David DeHaver

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

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

N/A pd. by David DeHaver

This station has disclosed to me its political advertising policies, including the following: applicable classes and rates; discount, promotional, and other sales practices (not applicable to federal candidates).

TO BE SIGNED BY CANDIDATE OR AUTHORIZED COMMITTEE:

SIGNATURE:

David DeHaver
Name: David DeHaver
Title: Candidate

DATE OF SIGNATURE:

6-1-24

TO BE SIGNED BY STATION REPRESENTATIVE:

Accepted

Accepted in Part

Rejected

SIGNATURE:

Wendy Doherty
Name: Wendy Doherty
Title: SP Advertising & Marketing Executive

DATE OF SIGNATURE:

5/1/2024

This station does not discriminate in the sale of advertising time, and will accept no advertising, which is placed with the 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.

CONTRACT



WLTF-FM
Hoppy Kercheval Building
1606 West King Street
Martinsburg, WV 25401
(304) 263-8868

<u>Contract / Revision</u> 773513 /		<u>Alt Order #</u>
<u>Advertiser</u> David Dehaven for Berkeley County Magistra		<u>Original Date / Revision</u> 05/01/24 / 05/01/24
<u>Contract Dates</u> 05/02/24 - 05/14/24	<u>Estimate #</u>	
<u>Product</u> Radio Political Campaign Flight		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WLTF-FM	<u>Account Executive</u> Wendy Dozier	<u>Sales Office</u> Martinsburg
<u>Special Handling</u> Email skydv40@aol.com		
<u>Demographic</u> Households		
<u>Agency Ref</u> 110696	<u>Advertiser Ref</u> 111392	

And:

David Dehaven for Berkeley County Magistrate
Attention: David Dehaven
1034 Winchester Ave.
Martinsburg, WV 25401

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLTF	05/02/24	05/13/24	6:00 AM-12:00 XM	6:00 AM-12:00 XM		:30			NM	65	\$591.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 04/29/24	05/05/24	---TFSS				25	\$9.10			
		Week: 05/06/24	05/12/24	MTWTFSS				35	\$9.10			
		Week: 05/13/24	05/19/24	M-----				5	\$9.10			
N 2	WLTF	05/14/24	05/14/24	6:00 AM-6:00 PM	6:00 AM-6:00 PM		:30			NM	5	\$45.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/13/24	05/19/24	-T-----				5	\$9.10			
Totals											70	\$637.00

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
05/01/24 - 05/14/24	70	\$637.00	\$637.00	\$63.70	\$700.70
Totals	70	\$637.00	\$637.00	\$63.70	\$700.70

*Tax 1 Note: Streaming Martinsburg 10%.

Signature: _____ **Date:** _____

(* 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. The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.



WVRC MEDIA
audio + digital + video



David DeHaven

FOR BERKELEY COUNTY MAGISTRATE

RADIO 'POLITICAL AWARE' CAMPAIGN PROPOSAL

START DATE: MAY 1ST THRU MAY 14TH @ 6P



3 Station Radio 'Political Aware' Campaign Flight

Radio Flight Aired Mon-Sun, 6a-Mid w/equal rotation & online streaming		
FREQUENCY MONTHLY	:30 sec	TOTAL One Time Investment
TIER 3 Plan 210X Total Commercials 70X Per Station of: Today's 97.5 / WLTF 95.9 The BIG Dawg & Panhandle News Network WEPM / WCST 93.7/1340/93.5/1010		15 Total Commercials per day, 5 per station 2 Week Flight \$1936.20

Tier 1 (non-preemptible guaranteed to air)

Tier 2 (Preemptible with 24 Hour notice)

Tier 3 (Preemptible without notice)

Client Approval: 

Date: 5-1-24

Business Name: David DeHaven for Berkeley County Magistrate

Start Date: 5-1-24

Contact: David DeHaven, Candidate

WVRC Media Representative: 

Date: 5-1-2024

Wendy Dozier, SA Advertising & Marketing Executive

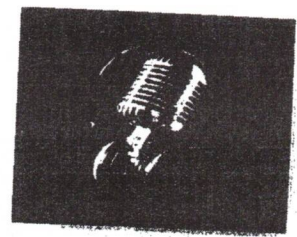
based on a 2-week term minimum agreement & contains the entire agreement between parties relating to the subject matter herein contained, and no change or modification of any of its terms and provisions shall be effective unless made in writing within 30 days' notice and signed by both parties. Payment is due upon the receipt of invoice.

WVRC Media * 1606 W. King Street, Martinsburg, WV 25401 * 304-263-8868

wendy.dozier@wvradio.com

WVRC MEDIA

audio + digital + video



Radio Advertising Proposal

April 24, 2024

From: Wendy Dozier, SR Advertising & Marketing Executive/To: David Dehaven, BC Magistrate Candidate

Dear David,

Please find the proposal; I created for you to utilize **(WLTF) Today's 97.5, (WICL) 95.9 The BIG Dawg & (WEPM / WCST) Panhandle News Network 93.7/1340/93.5/1010** for a 'Political Aware' campaign to promote *David Dehaven, BC Magistrate*, consistently for a 2-Weeks. Please contact me if you should have any questions regarding this proposal.

(WLTF) Today's 97.5 is Adult Contemporary format targeted audience of predominantly adult women age 25-54 reaching 55,000 loyal listeners weekly. *5X Statewide Station of YEAR & 4X #1 Mornin' Show for 'Rise & Shine with Rona. #1 Radio Station in the Market, PLUS #1 Mornin' Show, period! *Nielsen FA23*

(WICL) 95.9 The BIG DAWG is Genuine Classic Country format targeted audience of 50% adult women and 50% adult men age 35-64 reaching 30,000 loyal listeners weekly. *'Blue Collar Demo'*

(WEPM/WCST) 1340/93.7/1010/93.5 Panhandle News Network is News/Sports/Talk format targeted audience of predominantly adult male age 35-64 reaching 10,000 loyal listeners weekly. WEPM was awarded 2016-2023 Radio News/Talk Station of the Year from the West Virginia Broadcaster's Association, also awarded 2016-2023 Best Radio Newscast for WEPM. *'White Collar Demo'*

(WXDC) Cool 92.9 is Morgan County's Greatest Hits from 70's, 80's & a hit or two from the late 60's with a targeted audience of men & women aged 35-64.

Reaping of RADIO Benefits:

- It's Radio! Radio is selective, portable, persuasive, and intrusive.
- Radio is a 'reach' medium. You can reach more prospects with radio than with any medium-every hour of the day.
- Radio listeners listen an average of 3 hours and 12 minutes daily. That's over 21 hours a week! This means more chances for YOUR message to have IMPACT.
- Radio is the #1 media choice at work. 65% of workers listen to the radio at work.
- Radio targets YOUR prospect. It allows you to pinpoint YOUR market by using a station that matches the demographics of YOUR prospects.
- Radio is an 'around-the-clock' medium. People wake up with Radio; spend their days with Radio and go to bed with Radio. It reaches 75% of all consumers every day.