

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, A better Wisconsin Together Institute, 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: GPS Impact

Address: 220 SE 6th Street

Contact: Dawn Chiusano

Phone number: 515-244-3468

Email: info@gpsimpact.com

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: A better Wisconsin Together Institute

Address: 6516 Monona Drive #244 · Monona, WI 53716

Contact: Chris Walloch

Phone number: 608-514-1640

Email: chris@abwt.org

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Chris Walloch Executive Director
Mike Browne Deputy Director

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:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

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: <i>Dawn Chiusano</i> | Signature: Melanie Rackers <small>Digitally signed by Melanie Rackers Date: 2023.09.25 07:16:46 -05'00'</small> |
| Name: Dawn Chiusano | Name: Melanie Rackers |
| Date of Request to Purchase Ad Time: 09/22/23 | Date of Station Agreement to Sell Time: 9/22/23 |

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 09/22/23

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 #: see attached <i>22244</i> | Station Call Letters: <i>WAGN WATB WMAJ</i> | Date Received/Requested: 09/22/23 |
| Est. #: | Station Location: <i>MENDON, ME</i> see attached <i>MARINETTE, ME</i> | Run Start and End Dates: see attached |

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.



Contract

| | | | | | | |
|--------------------------------|---------------------------|---------|-----------|---------|----------|--------|
| Advertiser | Product | Order # | Ver # | Rev # | # Wks | Page # |
| A Better WI Together Institute | Oppose Impreach (22244)-P | 22244 | 0 | | 3 | 1 |
| Salesperson | | Date | Time | Start | End | |
| * Statenets | | 9/22/23 | 3:21:03PM | 9/25/23 | 10/15/23 | |
| Sales Office | Demos | | | | | |
| Learfield | Survey | | | | | |
| | Salesperson Phone # | | | | | |
| | Agency Phone # | | | | | |
| | (804)364-3075 | | | | | |

StateNets Platinum
 Attn: Dave Martin
 2601 Northwind Drive
 Richmond VA 23233

| Line # | Vehicle | Days & Times | Sep | Oct | Oct | Oct | Oct | Nov | Nov | Nov | Dec | Dec | Dec | Total Units | Len | | | |
|--------|-----------------------|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|-----|----|----|----|
| 1 | Wisconsin Radio Netwo | We-Sa 6AM-7PM | 20 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 4 | 11 | 18 | 20 | 60 |
| 2 | Wisconsin Radio Netwo | M-Sa 6a-7p | | 25 | | | | | | | | | | | | | 25 | 60 |
| 3 | Wisconsin Radio Netwo | Mo-Tu 6AM-7PM | | 25 | | | | | | | | | | | | | 5 | 60 |
| Totals | | | 20 | 25 | 5 | 5 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 50 | 50 |

Total Gross: \$43,450.00 Agency Commission: \$6,517.50 Total Net: \$36,932.50

Accepted for Learfield:

Accepted for Agency (and Media Buying Service, if any) as Agent for the Advertiser:

Name _____

Title _____

Name _____

Title _____

Advertiser agrees that network may exercise its right and responsibility to approve all creative submitted by advertiser and refuse to air any creative found to be of questionable truth or accuracy.
 Cancellation /Change Clause: 21 days prior to broadcast schedule start. Advertising schedule may be cancelled or changed by any party provided that notice in writing is received 21 days before the scheduled broadcast date. If the cancellation/change is made less than 21 days of the scheduled start date by the Advertiser, the Advertiser will be charged and the Advertiser shall pay the Broadcaster at the rate appropriate to the number of advertisements booked before such a cancellation becomes effective.

PLEASE NOTE: Effective October 9, 2023 a 3% fee will be accessed for all credit card payments.

Learfield, 505 Hobbs Road, Jefferson City, MO 65109
 P 573/893-7200 F 573/893-2321 www.learfield.com



Contract Summary

| | | | | | |
|---|--|-------------------------|--------------------------|-------------------------|------------------------|
| Advertiser A Better WI Together Institute | Product Oppose Impeach (22244)-P | Order # 22244 | Ver # 0 | Rev # 3 | Page # 1 |
| Salesperson * Statenets | Salesperson Phone # | Date 9/22/23 | Time 3:21:03PM | Start 9/25/23 | End 10/15/23 |
| Sales Office Learfield | Agency Phone # (804)364-3075 | Demos | | | |
| | | Survey | | | |

StateNets Platinum
 Attn: Dave Martin
 2601 Northwind Drive
 Richmond VA 23233

| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Qtr-4 2023 | Qtr-1 2024 | Qtr-2 2024 | Qtr-3 2024 | Total |
|------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------------------------------------|---------------|-------------------------------|---------------|--------|
| Wisconsin Radio Network | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 43,450 | 0 | 0 | 0 | 43,450 |
| All Vehicles - Total Gross | | | | | | | | | | | | | 43,450 | | | | 43,450 |
| All Vehicles - Total Units | | | | | | | | | | | | | 50 | | | | 50 |
| Air Time Gross: \$43,450.00 | | | | | | | | | | | | | Agency Commission: \$6,517.50 | | Total Net: \$36,932.50 | | |

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