

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Medium Buying, 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: Medium Buying LLC

Agency name: Medium Buying LLC

Address: 1100 Dennison Ave Flr 2 Columbus OH 43201

Contact: Tanya Renicker

Phone number:

Email: tanya@mediumbuying.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: Keep Kids First

Address: 134 S 13th Street, Suite 1200, Lincoln, NE 68508

Contact:

Phone number: (402) 937-0626

Email: info@keepkidsfirst.com

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.):

CHRISTINA L USHER - 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:

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

Date of election:

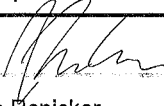
Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ 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, ☐ script or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.


**Advertiser/Sponsor**

Signature: 

Name: Tanya Renicker

Date of Request to Purchase Ad Time: 6.20.23

**Station Representative**

Signature: 

Name: Bryan Loker

Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?



Yes



No

Date ad received: 8/18/2023

**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:

This is a second purchase for Keep Kids first. They are using the same spot as the first order.

Contract #:  
order#3209845

Station Call Letters:  
KBRL

Date Received/Requested:  
8/18/2023

Est. #:  
2276

Station Location:  
McCook, NE

Run Start and End Dates:  
8/23-9/5/2023

**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.

<b>MARKET:</b>	UM - Mccook, NE	<b>AMOUNT:</b>	\$2,775.00	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Tacher GMP	<b>SPOTS:</b>	75		1655 Palm Beach Lakes Blvd.
					9th Fl, Suite 903
					WEST PALM BEACH, FL 33401
					Invoices@MediaFinancial.com
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	CHICAGO	<b>SLS PH:</b>	216-233-8181		
<b>SALESPERSON:</b>	Linley Grande	<b>SLS FAX:</b>			
<b>SLS EMAIL:</b>	Linley.Grande@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING</b>	<b>4448245</b>
<b>ADVERTISER:</b>	Keep Kids First	<b>AGY PRD:</b>		<b>INVOICE:</b>	MEDIA FINANCIAL SERVICES
<b>PRODUCT:</b>	Est 2276 8/23-9/5 RADIO	<b>AGY EST:</b>	2276		1655 Palm Beach Lakes Blvd.
					9th Fl, Suite 903
					WEST PALM BEACH, FL 33401
					Invoices@MediaFinancial.com
<b>FLIGHT:</b>	08-23-2023 TO 9/5/2023	<input checked="" type="checkbox"/> Unwired <input type="checkbox"/> Spot <input type="checkbox"/> Mod			
<b>TOT # OF WEEKS:</b>	2				
<b>PRIM. DEMO:</b>	Adults 35+	<input checked="" type="checkbox"/> Cash <input type="checkbox"/> Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b>	08/18/2023 12:12

### COMMENTS

08/18/2023: New order. Same NAB and creative as before. Please confirm within 24-hours in RX if you are set up or to lauren.welch@genmediapartners.com. Thanks!

08/18/2023: PopulationBuyType: CPP.

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.

**WEEK#1**      **8/23/2023 To 8/29/2023**      **WK TOT \$2,590.00**      **WK TOTAL SPOTS 70**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		WThFSaSu/MTu	6:00AM	10:00AM	60	8/23/2023	8/29/2023	28	\$37	\$1,036
	2		WThFSaSu/MTu	10:00AM	3:00PM	60	8/23/2023	8/29/2023	28	\$37	\$1,036
	3		WThFSaSu/MTu	3:00PM	7:00PM	60	8/23/2023	8/29/2023	14	\$37	\$518

**WEEK#2**      **8/30/2023 To 9/5/2023**      **WK TOT \$185.00**      **WK TOTAL SPOTS 5**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		WThFSaSu/MTu	6:00AM	10:00AM	60	8/30/2023	9/5/2023	3	\$37	\$111
	2		WThFSaSu/MTu	10:00AM	3:00PM	60	8/30/2023	9/5/2023	2	\$37	\$74

**AGENCY:** MEDIA FINANCIAL SERVICES  
1655 Palm Beach Lakes Blvd.  
9th Fl, Suite 903  
WEST PALM BEACH, FL 33401  
Invoices@MediaFinancial.com

**MOD:** Stn Ver: 1 Last:

**SALES OFFICE: CHICAGO**

**SLS PH: 216-233-8181**

**SALESPERSON:** Linley Grande

**SLS FAX:**

**SLS EMAIL:** Linley.Grande@GenMediaPartners.com

**AGENCY:** MEDIA FINANCIAL SERVICES

**AGY CLI:**

**CONTRACT # FOR INVOICING 4448245**

**ADVERTISER:** Keep Kids First

AGY PRD:

**INVOICE: MEDIA FINANCIAL SERVICES**

**PRODUCT:** Est 2276 8/23-9/5 RADIO

AGY EST: 2276

1655 Palm Beach Lakes Blvd.  
9th Fl, Suite 903  
WEST PALM BEACH, FL 33401  
Invoices@MediaFinancial.com

**FLIGHT:** 08-23-2023 TO 9/5/2023

☒Unwired ☐Spot ☐Mod

**TOT # OF WEEKS: 2**

**PRIM. DEMO:** Adults 35+

[X]Cash [ ]Trade

**SEC. DEMO:**

**SPOT TYPE:**

**LAST SENT:08/18/2023 12:12**

[illegible]

High Plains Radio  
PO Box 333  
McCook, Nebraska 69001  
Phone: (308) 345-5400  
Email: openline@highplainsradio.net



Media Financial Services  
1675 Palm Beach Lakes Blvd Suite 1000  
West Palm Beach, FL 33401

Advertiser: Keep Kids First  
Order #: 2323577317109  
Contract #: 22371  
Date Entered: 08/21/2023  
Last Modified: 08/21/2023  
Product: Est 2276 8/23-9/5  
Salesperson: House House  
Billing Cycle: Calendar Month  
Estimate #: 2276

Order Date Range: 08/23/2023 through 09/05/2023 (2 weeks)  
Media Outlets: KBRL-AM

#### On-Air Schedule

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total	
1	08/23/23-08/29/23	KBRL-AM	06:00AM-10:00AM	60	X	X	X	X	X	X	X	X	28	37.00	28	1,036.00
2	08/23/23-08/29/23	KBRL-AM	10:00AM-03:00PM	60	X	X	X	X	X	X	X	X	28	37.00	28	1,036.00
3	08/23/23-08/29/23	KBRL-AM	03:00PM-07:00PM	60	X	X	X	X	X	X	X	X	14	37.00	14	518.00
4	08/30/23-09/05/23	KBRL-AM	06:00AM-10:00AM	60	X	X	X	X	X	X	X	X	3	37.00	3	111.00
5	08/30/23-09/05/23	KBRL-AM	10:00AM-03:00PM	60	X	X	X	X	X	X	X	X	2	37.00	2	74.00

#### Station Totals

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Commission	Net Billing
KBRL-AM	75	0	0	0	\$2,775.00	\$832.50	\$1,942.50
<b>Totals</b>	<b>75</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$2,775.00</b>	<b>\$832.50</b>	<b>\$1,942.50</b>

Total Charges: \$2,775.00  
Agency Commission: \$832.50  
Total Net: \$1,942.50

#### Projected Billing By Calendar Month

Month	Year	Gross Billing	Net Billing
August	2023	\$2,738.00	\$1,916.60
September	2023	\$37.00	\$25.90
<b>Totals</b>		<b>\$2,775.00</b>	<b>\$1,942.50</b>

Accepted for High Plains Radio

Accepted for advertiser OR agency as agent for the advertiser

Name

Title

Name

Title