

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Karen Mascolo, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

- FEDERAL CANDIDATE  
 STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Christina Dunne, Brian Gibbons and Karen Mascolo

Authorized committee:

Hanover Township Board of Education (DGM 4 BOE)

Agency requesting time (and contact information):

N/A

Candidate's political party:

Office sought (no acronyms or abbreviations):

Board of Education

Date of election:

November 7, 2023

General

Primary

Treasurer of candidate's authorized committee:

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.

**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: <u>Karen Mascolo</u>                      | Signature: <u>Valerie Freda</u>                         |
| Name: <u>Karen Mascolo</u>                           | Name: <u>Valerie Freda</u>                              |
| Date of Request to Purchase Ad Time: <u>10/25/23</u> | Date of Station Agreement to Sell Time: <u>10/25/23</u> |

**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: 10/20/23

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 (optional):

\*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 #:

Station Call Letters:

Date Received/Requested:

WDHA

10/25/23

Est. #:

Station Location:

Run Start and End Dates:

Cedar Knolls, NJ

11/2/23 - 11/7/23

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.



## NJ General Election 2023

*Rates good through November 7, 2023 ONLY*

*Rates are for both :30 and :60 units*

| DAYPART     | CANDIDATE CLASS I   | CANDIDATE CLASS II          | CANDIDATE CLASS III | ISSUE ADVOCACY       |
|-------------|---------------------|-----------------------------|---------------------|----------------------|
|             | LUR<br>Pre-emptible | Pre-emptible<br>With Notice | Non-Pre-emptible    | HIGHEST<br>CLEARANCE |
| M-F 6a-7p   | \$65                | \$75                        | \$105               | \$170                |
| Sa-Su 6a-7p | \$30                | \$50                        | \$80                | \$110                |

*RDS in-Car Display is also available (Candidate name) at \$25.00/week*

The above Gross rate represents a range of political rate class starting with Class one/ LUR (lowest unit rate) which is pre-emptible without notice, Class two which is pre-emptible with notice, Class three which is non pre-emptible, and Issue which is for non-candidate political advocacy and has the highest clearance levels on the station..

Maximum of one spot per hour is available to allow equal access to all candidates. Additional classes of time are available upon request. All orders must be pre-paid to Beasley Media Group.

Candidate ads must contain the voice must appear on the commercial and be identified or identifiable.

Charges are based on current selling levels are and for the use only of legally qualified candidates and certified political action issue advertising committees according to our political advertising policy.

**ALL POLITICAL COMMERCIALS MUST BE RECORDED.**

-WDHA-

55 Horsehill Road, Cedar Knolls, New Jersey 07927

PHONE: (973) 292-1055

# Hanover Board of Ed



From: Valerie Freda  
 Phone: (973) 525-1336  
 Email: valerie.freda@bbgi.com  
 10/23/2023 1:56 PM

Flight Dates: 11/03/2023 - 11/07/2023  
 Demo: P 18+

Radio Market: MORRISTOWN, NJ  
 Survey: SP23 / FA22  
 Geography: Metro

Schedule Description:  
 Fall 2023

| Radio Total             | Daypart     | Spots | Length | Unit Rate | Total Cost | Net Reach |
|-------------------------|-------------|-------|--------|-----------|------------|-----------|
| WDHA-FM                 |             | 10    |        | \$51.00   | \$510.00   | 18,300    |
| Flight A - 1 wk (10/30) |             | 10    |        | \$51.00   | \$510.00   | 18,300    |
| One Week Total          |             | 6     |        | \$41.67   | \$250.00   | 11,600    |
|                         |             | 6     |        | \$41.67   | \$250.00   | 11,600    |
|                         | F 6A-7P     | 2     | 30     | \$65.00   | \$130.00   | 6,100     |
|                         | Sa-Su 6A-7P | 4     | 30     | \$30.00   | \$120.00   | 7,100     |
| Flight A - 1 wk (11/06) |             | 4     |        | \$65.00   | \$260.00   | 9,100     |
| One Week Total          |             | 4     |        | \$65.00   | \$260.00   | 9,100     |
|                         | M-TU 6A-7P  | 4     | 30     | \$65.00   | \$260.00   | 9,100     |

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: MORRISTOWN, NJ; SP23 / FA22; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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# Hanover Board of Ed



From: Valerie Freda  
 Phone: (973) 525-1336  
 Email: valerie.freda@bbgj.com  
 10/23/2023 1:56 PM

## Schedule Grand Totals: 2 Weeks

| Radio Total | Stations | Spots | Unit Rate | Total Cost | Net Reach |
|-------------|----------|-------|-----------|------------|-----------|
| WDHA-FM     |          | 10    | \$51.00   | \$510.00   | 18,300    |
|             |          | 10    | \$51.00   | \$510.00   | 18,300    |

Accepted by Station \_\_\_\_\_ Date \_\_\_\_\_

Accepted by Client \_\_\_\_\_ Date \_\_\_\_\_

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender 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, gender, national origin or ancestry.

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: MORRISTOWN, NJ; SP23 / FA22; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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# Detailed Sourcing Summary

Radio Market: MORRISTOWN, NJ  
Survey: Average of Nielsen Radio Spring 2023, Nielsen Radio Fall 2022  
Geography: Metro  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

| Age/Gender           | Population | Intab |
|----------------------|------------|-------|
| Adults 18+ (Primary) | 410,700    | 1,253 |

Stations: User Selected  
Additional  
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: [http://www.arbitron.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>

Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/RR8/2023SPR/0565/pdfs/SpecialNotices.pdf> <https://ebook.nielsen.com/secure/RR8/2022FAL/0565/pdfs/SpecialNotices.pdf>

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Focus on Education  
 12 Longview Drive, 12  
 Hanover, New Jersey 07981

Advertiser: Focus on Education  
 Order #: 193273924479  
 Date Entered: 11/02/2023  
 Last Modified: 11/02/2023  
 Product: Focus on Education  
 Salesperson: Valerie Freda  
 Billing Cycle: Calendar Month  
 Estimate #:

Order Date Range: 11/03/2023 through 11/07/2023 (1 weeks)  
 Media Outlets: WDHA-FM

**On-Air Schedule**

| # | Dates             | Station | Time/Program    | Len | Mo | Tu | We | Th | Fr | Sa | Su | S/W | Rate  | Qty | Total  |
|---|-------------------|---------|-----------------|-----|----|----|----|----|----|----|----|-----|-------|-----|--------|
| 1 | 11/03/23-11/03/23 | WDHA-FM | 06:00AM-07:00PM | 30  | -- | -- | -- | -- | 2  | -- | -- | 2   | 65.00 | 2   | 130.00 |
| 2 | 11/04/23-11/05/23 | WDHA-FM | 06:00AM-07:00PM | 30  | -- | -- | -- | -- | -- | 2  | 2  | 4   | 30.00 | 4   | 120.00 |
| 3 | 11/06/23-11/07/23 | WDHA-FM | 06:00AM-07:00PM | 30  | 2  | 2  | -- | -- | -- | -- | -- | 4   | 65.00 | 4   | 260.00 |

**Station Totals**

| Station       | On-Air Count | Digital Count | Web Count | Other Count | Gross Billing   | Net Billing     |
|---------------|--------------|---------------|-----------|-------------|-----------------|-----------------|
| WDHA-FM       | 10           | 0             | 0         | 0           | \$510.00        | \$510.00        |
| <b>Totals</b> | <b>10</b>    | <b>0</b>      | <b>0</b>  | <b>0</b>    | <b>\$510.00</b> | <b>\$510.00</b> |

Total Charges: \$510.00  
 Total Net: \$510.00

Thank you for your business

**Projected Billing By Calendar Month**

| Month         | Year | Gross Billing   | Net Billing     |
|---------------|------|-----------------|-----------------|
| November      | 2023 | \$510.00        | \$510.00        |
| <b>Totals</b> |      | <b>\$510.00</b> | <b>\$510.00</b> |

Accepted for ..

Accepted for advertiser OR agency as agent for the advertiser

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_