

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Anthony Birch, 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: Platform Communications

Address: 701 E Washington Ave #201, Madison, WI 53703

Contact: Anthony Birch

Phone number: 262-352-0639

Email: ab@platform-communications.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: The Home Crew Coalition, an initiative of Wisconsin Small Businesses United

Address: 10 W. Mifflin Suite 205 Madison, WI 53703

Contact: Brandon Scholz

Phone number: 608-515-8791

Email: info@homecrewcoalition.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.):

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):

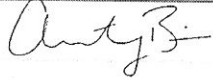
Date of election:

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: 	Signature: <i>Koy Peerenboom</i>
Name: Anthony Birch	Name: Koy Peerenboom
Date of Request to Purchase Ad Time: 6/30/23	Date of Station Agreement to Sell Time: 6/29/23

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 6/29/23

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

n/a

Contract #: 505739	Station Call Letters: <i>WTMJ-AM</i> WTMJ-AM	Date Received/Requested: 6/29/23
Est. #: NA	Station Location: <i>MARINETTE</i> Milwaukee, WI	Run Start and End Dates: 7/3/23 - 7/9/23

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



Good Karma Broadcasting, LLC
 301 W Wisconsin Ave, Ste 200
 Milwaukee, WI 53203
 (414) 209-3100

<u>Contract / Revision</u> 505739 /		<u>Alt Order #</u>
<u>Advertiser</u> Home Crew Coalition		<u>Original Date / Revision</u> 06/28/23 / 06/28/23
<u>Contract Dates</u> 07/03/23 - 07/09/23	<u>Estimate #</u>	
<u>Product</u> Brewers PxP		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTMJ-AM	<u>Account Executive</u> Nolan Murphy	<u>Sales Office</u> National Direct (
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 131197	<u>Advertiser Ref</u> 245528	

And:

Platform Global Communications and Marketing Inc
 Attention: Anthony Birch
 701 E Washington Ave Suite 201
 Madison, WI 53701

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTMJ	07/03/23	07/09/23	Brewers In-Game Net	Various		1:00			NM	14	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/03/23	07/09/23	MTWTFSS				14	\$1,500.00			
Totals											14	\$21,000.00

Time Period	# of Spots	Gross Amount	Net Amount
06/26/23 - 07/09/23	14	\$21,000.00	\$21,000.00
Totals	14	\$21,000.00	\$21,000.00

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.

Advertiser and Agency, jointly and severally, represent, warrant, and covenant that the advertising supplied to Station, including any music contained therein, is rights-cleared for exhibition, distribution, performance, and/or retransmission by broadcast television, including on a mobile DTV (ATSC M/H or successor standard) basis, and by any multichannel video programming distributor or any other video delivery system, including, but not limited to, streaming over the Internet or distribution on a TV-Everywhere-type and/or OTT basis, whether on a linear, video-on-demand, start-over, or look-back basis.