

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Dana Dudley, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➡

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Loranne Ausley

Authorized committee:

Agency requesting time (and contact information):

☐

N/A ESPMedia Production Co.

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

Florida State Senate District 3

Date of election:

November 8, 2022

☒

General

☐

Primary

Treasurer of candidate's authorized committee:

William Holimon

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 (not applicable to federal candidates).

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:

Dana Dudley

Signature:



Name: Dana Dudley, ESPMedia Production Co.

Name:

Jerry Butler

Date of Request to Purchase Ad Time: 10/07/2022

Date of Station Agreement to Sell Time: 10-7-22

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 ONLYAd submitted to Station? ☒ Yes ☐ No Date ad received: 10-7-22**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**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:

*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 #:

14238489

Station Call Letters:

WPLL-FM

Date Received/Requested:

10-6-22

Est. #:

Station Location:

Cross City, FL

Run Start and End Dates:

10-8-22 - 10-14-22

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.

From: Dana Dudley <dana@espmmedia.net>
Sent: Friday, October 7, 2022 1:26 PM
To: Jerry Butler <jbutler@marcradio.com>
Subject: Re: Radio advertising

Yes. Thank you.

Get [Outlook for iOS](#)

From: Jerry Butler <jbutler@marcradio.com>
Sent: Friday, October 7, 2022 1:21:34 PM
To: Dana Dudley <dana@espmmedia.net>
Subject: RE: Radio advertising

Dana,

Because of lowest unit rates are not able to divide evenly into \$1000, are you OK with approving for \$1000 on WTMG, \$1010 on WPLL and \$990 for WHHZ?



Jerry Butler
Market Manager – MARC Radio Gainesville
Phone 352-313-3197 Mobile 352-727-0084
Web www.marcradiogroup.com
Email jbutler@marcradio.com
100 NW 76th Drive, Suite 2, Gainesville, FL 32607



From: Dana Dudley <dana@espmmedia.net>
Sent: Thursday, October 6, 2022 4:30 PM
To: Jerry Butler <jbutler@marcradio.com>
Subject: Re: Radio advertising

Jerry,

Thank you for sending this over. I'd like to make a buy on the following stations for the week 10/8-10/14:

\$1,000 gross buy on EACH station. I have a :30 ad for each station that we'll air.

| |
|-------|
| 100.5 |
| 106.9 |
| 101.3 |

Dana Dudley
ESPMedia Production Co.
850-222-0361

Sales Order

Stations: **WDVH-AM, WPLL-FM** Agency: **ESP MEDIA**
 Contract Name: **Loranne Ausley FI Sen 3-01** Address: **1028 EAST PARK AVE**
 Contract#: **14238489** City: **TALLAHASSEE** State: **FL** Zip: **32301**
 Start Date: **10/08/22** End Date: **10/14/22** Phone: **(850) 222-0361**
 Revenue Type: **POLITICAL LOCAL** Type: **Cash** Buyer:
 Advertiser: **LORANNE AUSLEY STATE SENATE D3** Tax Schedule: **(None)**
 Address: Agency Commission %: **15**
 City: State: Zip: Billing Cycle: **Standard**
 Phone: **(850) 222-0361** Salesperson: **501433jbutl** Comm %: **8**
 Product Name: **Loranne Ausley Florida Se** Makegood Policy: **Within Contract Dates**
 Competitive Code: **POLITICAL**

WDVH-AM

| No | DATES | | Alt wks | TIMES | | LEN | DISTRIBUTION | | | | | | | | RATE | TOTALS | | PTY | |
|------------------|----------|----------|------------|---------|----------|-----|--------------|---|---|---|---|----|----|--------|------|--------|-------|------|------|
| | START | END | | START | END | | M | T | W | T | F | SA | SU | Per Wk | | D/W | SPOTS | | \$\$ |
| 1 | 10/08/22 | 10/14/22 | | 6:00 AM | 7:00 PM | 30 | X | X | X | X | X | X | X | 86 | W | 10.00 | 0 | 0.00 | 4 |
| === CANCELED === | | | | | | | | | | | | | | | | | | | |
| 2 | 10/08/22 | 10/14/22 | | 7:00 PM | 11:59 PM | 30 | X | X | X | X | X | X | X | 30 | W | 5.00 | 0 | 0.00 | 3 |
| === CANCELED === | | | | | | | | | | | | | | | | | | | |

TOTAL GROSS \$0.00, NET \$0.00

WPLL-FM

| No | DATES | | Alt wks | TIMES | | LEN | DISTRIBUTION | | | | | | | | | | RATE | TOTALS | | PTY |
|----|----------|----------|------------|---------|----------|-----|--------------|---|---|---|---|----|----|--------|-----|-------|------|--------|---|-----|
| | START | END | | START | END | | M | T | W | T | F | SA | SU | Per Wk | D/W | SPOTS | | \$ | | |
| | | | | | | | | | | | | | | | | | | | | |
| 1 | 10/08/22 | 10/14/22 | | 6:00 AM | 7:00 PM | 30 | X | X | X | X | X | X | X | 86 | W | 10.00 | 86 | 860.00 | 4 | |
| 2 | 10/08/22 | 10/14/22 | | 7:00 PM | 11:59 PM | 30 | X | X | X | X | X | X | X | 30 | W | 5.00 | 30 | 150.00 | 3 | |

TOTAL GROSS \$1,010.00, NET \$858.50

Billing Projections: By Month

| | |
|----|----------|
| | Oct 22 |
| CA | 1,010.00 |
| ST | 1,010.00 |