

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.

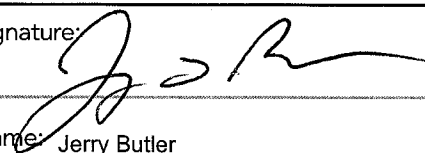
Candidate/Committee/Agency

Station Representative

Signature:

Dana Dudley

Signature:



Name: Dana Dudley, ESPMedia Production Co.

Name: Jerry Butler

Date of Request to Purchase Ad Time: 10/21/2022

Date of Station Agreement to Sell Time: 10/21/2022

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: 10/21/22**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 #:
14238601Station Call Letters:
WPLL-FMDate Received/Requested:
10/21/22

Est. #:

Station Location:
Cross City, FLRun Start and End Dates:
10/22/22 - 11/8/22

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 21, 2022 10:50 AM
To: Jerry Butler <jbutler@marcradio.com>
Subject: Re: Schedule for Loranne Ausley?

Jerry,

This is approved.

Get [Outlook for iOS](#)

From: Jerry Butler <jbutler@marcradio.com>
Sent: Friday, October 21, 2022 8:44:17 AM
To: Dana Dudley <dana@espmmedia.net>
Subject: RE: Schedule for Loranne Ausley?

Dana,

Good morning! Checking back to see if you approve of the schedule for Loranne Ausley to air between 10/22 and 11/8? Let me know if you have any questions. Thanks again.

WPLL – 250 spots between 10/22 – 11/8/2022
WHHZ – 310 spots between 10/22 – 11/8/2022
WTMG – 200 spots between 10/22 – 11/8/2022

Gross is \$11,220 and Net is \$9537



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

MARC RADIO



Sales Order

Stations: WPLL-FM, WHHZ-FM, WTMG-FM Agency: ESP MEDIA
 Contract Name: Lorraine Ausley Sen Dist3-01 Address: 1028 EAST PARK AVE
 Contract#: 14238601 City: TALLAHASSEE State: FL Zip: 32301
 Start Date: 10/22/22 End Date: 11/08/22 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: Lorraine Ausley Sen Dist3 Makegood Policy: Within Contract Dates
 Competitive Code: POLITICAL

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	10/22/22	11/04/22		6:00 AM	11:59 PM	60	X	X	X	X	X	X	X	100	W	10.00	200	2,000.00	4
2	11/05/22	11/07/22		6:00 AM	11:59 PM	60	X					X	X	42	W	10.00	42	420.00	4
3	11/08/22	11/08/22		6:00 AM	7:00 PM	60		8						8	D	10.00	8	80.00	4

TOTAL GROSS \$2,500.00, NET \$2,125.00

WHHZ-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	10/22/22	11/04/22		6:00 AM	11:59 PM	30	X	X	X	X	X	X	X	125	W	12.00	250	3,000.00	4
2	11/05/22	11/07/22		6:00 AM	11:59 PM	30	X					X	X	52	W	12.00	52	624.00	4
3	11/08/22	11/08/22		6:00 AM	7:00 PM	30		8						8	D	12.00	8	96.00	4

TOTAL GROSS \$3,720.00, NET \$3,162.00

WTMG-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	10/22/22	11/04/22		6:00 AM	11:59 PM	60	X	X	X	X	X	X	X	80	W	25.00	160	4,000.00	4	
2	11/05/22	11/07/22		6:00 AM	11:59 PM	60	X					X	X	32	W	25.00	32	800.00	4	
3	11/08/22	11/08/22		6:00 AM	7:00 PM	60		8						8	D	25.00	8	200.00	4	

TOTAL GROSS \$5,000.00, NET \$4,250.00

Billing Projections: By Month

	Oct 22	Nov 22
CA	6,488.00	4,732.00
ST	5,832.00	5,388.00

☒ Print Spot Prices

Notes to Traffic: 10/21 ran cc \$9,537.00ss

Additional Notes: Lorraine Ausley Sen Dist3

TOTAL SPOTS 760

GROSS TOTAL \$ 11,220.00

ADJUSTED SPOTS 760

ADJUSTED TOTAL \$ 11,220.00

APPROVE DECLINE

☐☐

General Manager

☐☐

Sales Manager

☐☐

WRZN Sales Manager

☒☐

1407ssex, 10/21/22 @12:10PM