

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Lena Epstein for Michigan Regent, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Lena Epstein

Authorized committee:

Lena Epstein for Michigan Regent

Agency requesting time (and contact information):

Strategic National, hello@strategiconational.com

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Regent of the University of Michigan

Date of election:

11/8/22

General

Primary

Treasurer of candidate's authorized committee:

Dan Wholihan

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:

John Yob

Signature:

Jay Foster

Name: John Yob

Name:

Date of Request to Purchase Ad Time: 9.30.22

Date of Station Agreement to Sell Time:

10/14/2022

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:

John Yob

Name: John Yob

Date: 9.30.22

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No

Date ad received: *10/14/2022*

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):

*See Attached
order*

Contract #:

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

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.

Sales Order

Stations: WUPF-FM, WUPT-FM, WUPZ-FM, WNGE-FM, WUPK-FM
 Agency: RuralAMFM
 Address: 190 Monroe Avenue Northwest
 Suite 300
 Contract Name: RuralAMFM Lena OCT22
 City: Grand Rapids State: MI Zip: 49503
 Contract#: (none) Buyer:
 Start Date: 10/17/22 End Date: 10/30/22
 Revenue Type: Political-Agency Type: Cash Tax Schedule: (None)
 Advertiser: Lena Epstein for U of M Regent Agency Commission %: 50
 Address: Billing Cycle: Standard
 City: State: Zip: Salesperson: 4045PPOLI Comm %: 15
 Product Name: Lena Epstein Regent Makegood Policy: Within Contract Dates
 Competitive Code: Political

WUPF-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	10/17/22	10/23/22		6:00 AM	10:00 AM	60	X	X	X	X	X			3	W	23.53	3	70.59	1
2	10/17/22	10/23/22		10:00 AM	3:00 PM	60	X	X	X	X	X			3	W	22.35	3	67.05	1
3	10/17/22	10/23/22		3:00 PM	7:00 PM	60	X	X	X	X	X			3	W	23.53	3	70.59	1
4	10/22/22	10/23/22		6:00 AM	7:00 PM	60						X	X	2	W	17.65	2	35.30	1
5	10/24/22	10/30/22		6:00 AM	10:00 AM	60	X	X	X	X	X			4	W	23.53	4	94.12	1
6	10/24/22	10/30/22		10:00 AM	3:00 PM	60	X	X	X	X	X			4	W	22.35	4	89.40	1
7	10/24/22	10/30/22		3:00 PM	7:00 PM	60	X	X	X	X	X			4	W	23.53	4	94.12	1
8	10/24/22	10/30/22		6:00 AM	7:00 PM	60						X	X	2	W	17.65	2	35.30	1

TOTAL GROSS \$556.47, NET \$278.24

WUPT-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	10/17/22	10/23/22		6:00 AM	10:00 AM	60	X	X	X	X	X			3	W	24.71	3	74.13	1
2	10/17/22	10/23/22		10:00 AM	3:00 PM	60	X	X	X	X	X			3	W	23.53	3	70.59	1
3	10/17/22	10/23/22		3:00 PM	7:00 PM	60	X	X	X	X	X			3	W	24.71	3	74.13	1
4	10/22/22	10/23/22		6:00 AM	7:00 PM	60						X	X	2	W	18.82	2	37.64	1
5	10/24/22	10/30/22		6:00 AM	10:00 AM	60	X	X	X	X	X			4	W	24.71	4	98.84	1
6	10/24/22	10/30/22		10:00 AM	3:00 PM	60	X	X	X	X	X			4	W	23.53	4	94.12	1
7	10/24/22	10/30/22		3:00 PM	7:00 PM	60	X	X	X	X	X			4	W	24.71	4	98.84	1
8	10/24/22	10/30/22		6:00 AM	7:00 PM	60						X	X	2	W	18.82	2	37.64	1

TOTAL GROSS \$585.93, NET \$292.96

WUPZ-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	10/17/22	10/23/22		6:00 AM	10:00 AM	60	X	X	X	X	X			3	W	24.71	3	74.13	1	
2	10/17/22	10/23/22		10:00 AM	3:00 PM	60	X	X	X	X	X			3	W	23.53	3	70.59	1	
3	10/17/22	10/23/22		3:00 PM	7:00 PM	60	X	X	X	X	X			3	W	24.71	3	74.13	1	
4	10/22/22	10/23/22		6:00 AM	7:00 PM	60							X	X	2	W	18.82	2	37.64	1
5	10/24/22	10/30/22		6:00 AM	10:00 AM	60	X	X	X	X	X			3	W	24.71	3	74.13	1	
6	10/24/22	10/30/22		10:00 AM	3:00 PM	60	X	X	X	X	X			3	W	23.53	3	70.59	1	
7	10/24/22	10/30/22		3:00 PM	7:00 PM	60	X	X	X	X	X			3	W	24.71	3	74.13	1	
8	10/24/22	10/30/22		6:00 AM	7:00 PM	60							X	X	2	W	18.82	2	37.64	1

TOTAL GROSS \$512.98, NET \$256.49

WNGE-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	10/17/22	10/23/22		6:00 AM	10:00 AM	60	X	X	X	X	X			3	W	21.18	3	63.54	1	
2	10/17/22	10/23/22		10:00 AM	3:00 PM	60	X	X	X	X	X			3	W	18.82	3	56.46	1	
3	10/17/22	10/23/22		3:00 PM	7:00 PM	60	X	X	X	X	X			3	W	21.18	3	63.54	1	
4	10/22/22	10/23/22		6:00 AM	7:00 PM	60							X	X	2	W	14.12	2	28.24	1
5	10/24/22	10/30/22		6:00 AM	10:00 AM	60	X	X	X	X	X			3	W	21.18	3	63.54	1	
6	10/24/22	10/30/22		10:00 AM	3:00 PM	60	X	X	X	X	X			3	W	18.82	3	56.46	1	
7	10/24/22	10/30/22		3:00 PM	7:00 PM	60	X	X	X	X	X			3	W	21.18	3	63.54	1	
8	10/24/22	10/30/22		6:00 AM	7:00 PM	60							X	X	2	W	14.12	2	28.24	1

TOTAL GROSS \$423.56, NET \$211.78

WUPK-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	10/17/22	10/23/22		6:00 AM	10:00 AM	60	X	X	X	X	X			3	W	21.18	3	63.54	1	
2	10/17/22	10/23/22		10:00 AM	3:00 PM	60	X	X	X	X	X			3	W	18.82	3	56.46	1	
3	10/17/22	10/23/22		3:00 PM	7:00 PM	60	X	X	X	X	X			3	W	21.18	3	63.54	1	
4	10/22/22	10/23/22		6:00 AM	7:00 PM	60							X	X	2	W	14.12	2	28.24	1
5	10/24/22	10/30/22		6:00 AM	10:00 AM	60	X	X	X	X	X			3	W	21.18	3	63.54	1	
6	10/24/22	10/30/22		10:00 AM	3:00 PM	60	X	X	X	X	X			3	W	18.82	3	56.46	1	
7	10/24/22	10/30/22		3:00 PM	7:00 PM	60	X	X	X	X	X			3	W	21.18	3	63.54	1	
8	10/24/22	10/30/22		6:00 AM	7:00 PM	60							X	X	2	W	14.12	2	28.24	1

TOTAL GROSS \$423.56, NET \$211.78

Billing Projections: By Month

Oct 22
 CA 2,502.50
 ST 2,502.50