

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Kim Taggart hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➡

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

741286E  
KWWL

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Dave Bronson

Authorized committee:

Bronson For Mayor

Agency requesting time (and contact information):

☐

N/A Kim Taggart Media Services

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Anchorage Mayor

Date of election:

4/2/24

☒

General

☐

Primary

Treasurer of candidate's authorized committee:

Cheryl Frasca

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>Kimberly Taggart</u>	Signature: <u>C. Kane</u>
Name: <u>Kimberly Taggart</u>	Name: <u>Calleen Kane</u>
Date of Request to Purchase Ad Time: <u>2/29/24</u>	Date of Station Agreement to Sell Time: <u>2/29/24</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:

*Kimberly Taggart*

Name:

*Kimberly Taggart*

Date:

*2/29/24***TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?

☐ Yes☒ No

Date ad received:

*3.1.24*

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 #:

*741280*

Station Call Letters:

*KWHL*

Date Received/Requested:

*2/29/24*Est. #:  
N/A*N/A*

Station Location:

Anchorage, AK

Run Start and End Dates:

*3/4/24 - 3/13/24*

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.



# ORDER



**Orders**  
**Order / Rev:** 741286E  
**Alt Order #:**  
**Product Desc:** Bronson For Mayor  
**Estimate:**  
**Flight Dates:** 03/04/24 - 03/13/24  
**Original Date / Rev:** 02/29/24 / 02/29/24  
**Order Type:** TRANSACTIONAL

**KWHL-FM**  
**Primary AE:** Colleen Kane  
**Sales Office:** L-AK  
**Sales Region:** Local

**Agency**  
**Name:** Kim Taggart Media Services  
**Buying Contact:**  
**Billing Contact:** Kim Taggart Billing Contact  
 2440 E. Tudor Road  
 Anchorage, AK 99507

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL24/Bronson for Mayor  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Code 1:** Agency Business  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political Candidate  
**Priority:** P-03

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:28:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/13/24	88	\$2,151.00	\$1,828.35

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	88	\$2,151.00	\$1,828.35	0.00
<b>Totals</b>	<b>88</b>	<b>\$2,151.00</b>	<b>\$1,828.35</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Colleen Kane			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KWHL	03/04/24	03/13/24	Mo-Fr AM Mo-Fr 6a-10a	CM	6a-10a	33333--	1:00	15	\$27.00	P-03	0.00	NM	24	\$648.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/04/24	03/10/24	33333--		15				\$27.00		0.00			
		Week: 03/11/24	03/17/24	333----		9				\$27.00		0.00			
N 2	KWHL	03/04/24	03/13/24	Mo-Fr Midday Mo-Fr 10a-3p	CM	10a-3p	33333--	1:00	15	\$27.00	P-03	0.00	NM	24	\$648.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/04/24	03/10/24	33333--		15				\$27.00		0.00			
		Week: 03/11/24	03/17/24	333----		9				\$27.00		0.00			
N 3	KWHL	03/04/24	03/13/24	Mo-Fr PM Mo-Fr 3p-7p	CM	3p-7p	33333--	1:00	15	\$27.00	P-03	0.00	NM	27	\$729.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/04/24	03/10/24	33333--		15				\$27.00		0.00			
		Week: 03/11/24	03/17/24	444----		12				\$27.00		0.00			
N 4	KWHL	03/09/24	03/09/24	Sa-Su Prime Time Sa-Su 6a-7p	CM	6a-7p	-----7-	1:00	7	\$12.00	P-04	0.00	NM	7	\$84.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/04/24	03/10/24	-----7-		7				\$12.00		0.00			
N 5	KWHL	03/10/24	03/10/24	Sa-Su Prime Time Sa-Su 6a-7p	CM	6a-7p	-----6	1:00	6	\$7.00	P-04	0.00	NM	6	\$42.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 741286E  
 Alt Order #:  
 Flight Dates: 03/04/24 - 03/13/24

Advertiser: POL24/Bronson for Mayor  
 Product Desc: Bronson For Mayor  
 Estimate:

KWHL-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/04/24	03/10/24	-----6			6			\$7.00		0.00			
													Totals	88	\$2,151.00