

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>WYIS and WROX</u> <u>ALBANY, NY</u>	Date: <u>6/2/23</u>
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I, Consumer Reports

do hereby request station time concerning the following issue:

NY Assembly Bill A964

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: Consumer Reports

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
 Yes No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Consumer Reports
1101 17th St NW Suite 500
Washington DC 20036

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

David Butler
Quinta Warren
Sharee MacKenzie Taylor

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

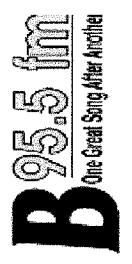
Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots “communicating a political matter of national importance” air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC’s online political files include a folder for “Terms and Disclosures.” NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



Campaign Summary

Demo: A25-54
Market: Albany-Schenectady-Troy
Total Occ: 12
Aud Source: (1) Spring09_2
Number of Weeks: 2
Campaign Dates: 5/29/2023 to 6/4/2023 [1 wk(s)]; 6/5/2023 to 6/11/2023 [1 wk(s)];
Comments: Prime(Rtgs): Mo-Su 6:00 am-7:00 pm 0%.

Total Ratings: 0.0
Total Impressions: 0
Total Reach: 0
Est. #: 12687
CPP: \$0.00
CPM: \$0.00
Contract Total: \$1,500.00
Total Frequency: 0.0

Proposed Schedule

Days	MTWTFSS	Hours	Program	Rate(\$)	Rtg	Aud (m:ss)	Len		Jun.		Ttl Occ.
								(m:ss)	29	5	
W		06:00 - 19:00	ROS	\$125.00	0.0	0(1)	0:30		3		3
T		06:00 - 19:00	ROS	\$125.00	0.0	0(1)	0:30		3		3
W		06:00 - 19:00	ROS	\$125.00	0.0	0(1)	0:30		3		3
Th		06:00 - 19:00	ROS	\$125.00	0.0	0(1)	0:30		3		3

Source: Estimates, Based on Numeris-NMR Meter Data. Audience in thousands. CPR's based on exact ratings while Display Ratings have been rounded off.

WYJB-FM
 Albany Broadcasting Co. 6 Johnson Road, Latham, NY 12110

Proposed: 5/30/2023
 Ph: (518) 786-6600
 Fax: (518) 786-6610

Client: CONSUMER REPORTS
 Product: EST 12687 (5/31-6/8) SUSTAINABILITY

Agency: MEDIA FINANCIAL SERVICES
 Contact: MCGAVREN, REP FIRM
 Assistant:

Demo: A25-54
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Week of (Monday)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
5/29/2023	3	0.0	0%	\$125.00	0.0	0	\$0.00	\$0.00	.00	.0	\$375.00	\$375.00
6/5/2023	9	0.0	0%	\$125.00	0.0	0	\$0.00	\$0.00	.00	.0	\$1,125.00	\$1,125.00
Total	12	0.0	0%	\$125.00	0.0	0	\$0.00	\$0.00	0	.0	\$1,500.00	\$225.00
Agency Commission												\$1,500.00
Total Net												\$1,275.00

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client _____ Date _____
 Signature of Sales Rep _____ Date _____
 Signature of Sales Manager _____ Date _____

Pamal Broadcasting Ltd. does not discriminate in the sale or scheduling of advertising time based on race or ethnicity and does not accept advertising intended to do so. This schedule constitutes your certification that you are not buying air time based on such a discriminatory intent.