

Order #435973: Vote Yes f../Vote Yes f../Referendum/

WJWAM

Date	Action	Time	Comment	By	Net (\$)	# Spots	Estimated CR
03/26/20 10:02:01 AM	Approved			Ruth Dank	\$700.00	20	0.00
03/26/20 10:01:59 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Ruth Dank	\$700.00	20	0.00
03/26/20 9:43:17 AM	Approval Workflow		[Sales Manager - Ready Default]	John Row	\$700.00	20	0.00
03/26/20 5:46:55 AM	Ready for approval Cr		Ready	Bill Schult	\$700.00	20	0.00
03/26/20 5:44:18 AM	New order created		<new order>	Bill Schult	\$0.00	0	0.00

[Sorted by: Date]

ORDER

Orders
Order / Rev: 435973
Alt Order #: _____
Product Desc: Referendum
Estimate: _____
Flight Dates: 03/30/20 - 04/07/20
Original Date / Rev: 03/26/20 / 03/26/20
Order Type: GENERAL

WNAM-AM
Primary AE: Bill Schultz
Sales Office: L-APP
Sales Region: Local

Agency
Name: Vote Yes for Neenah Schools
Buying Contact: _____
Billing Contact: _____
321 Bosworth Lane
Neenah, WI 54956

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser
Name: Vote Yes for Neenah Schools
Demographic: A25-54
Product Codes: Issues/Propositions
Revenue Code 1: DIR
Revenue Code 2: POL-ISS
Revenue Code 3: POL-LR

New Business Thru: _____
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/01/20	03/31/20	5	\$175.00	\$175.00
04/01/20	04/07/20	15	\$525.00	\$525.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2020	5	\$175.00	\$175.00	0.00
April 2020	15	\$525.00	\$525.00	0.00
Totals	20	\$700.00	\$700.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Schultz	L-APP	Local	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	WNAMA	03/30/20	04/07/20	M-F Prime M-F	CM	8:00 AM-2:00 PM (8:00 AM-2:00 PM)	22222--	:30	10	\$35.00	P-40	0.00	NM	20	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/20	04/05/20	23333--		14				\$35.00		0.00			
		Week: 04/06/20	04/12/20	33-----		6				\$35.00		0.00			
Totals													20	\$700.00	

WNAAM

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor

Station Representative

X Signature: *Katharine S. Kearny*
Name: *Katharine S. Kearny*
Date of Request to Purchase Ad Time: *3/25/20*

Signature: *Bill Schulte*
Name: *Bill Schulte*
Date of Station Agreement to Sell Time: *3/25/20*

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *3/25/20*

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)*
- Rejected -- provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: *435973*

Station Call Letters: *WNAAM-AM*

Date Received/Requested: *3/29/2020*

Est. #:

Station Location: *APPLETON, WI.*

Run Start and End Dates: *3/30/2020 - 4/7/2020*

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.

**ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM**

I, Katharine Kearney, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name:

Address:

Contact:

Phone number:

Email:

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name:

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

From: Katie Kearny [mailto:kskearny@gmail.com]
Sent: Tuesday, March 24, 2020 12:37 PM
To: Bill Schultz <Bill.Schultz@cumulus.com>
Subject: [EXT] Re: The Information

Thanks Bill for the info.!!! The schedule is approved.

Can you give us a general word count estimate that seems to fit well in a 60 sec/30sec. clip ?
That may help us tailor our messages.

Message from Amy Nasr. She said to apologize if this is an offensive question: Are we allowed to take a recorded message (with your voice or Ron's) to WHBY? Is that not kosher? Rude? We have literally no experience with this!! Please do not be offended - just thinking out loud!

We are working on zip codes, graphics, and messages as we speak!

Thanks for your input and patience with us!

Katie

On Tue, Mar 24, 2020 at 11:58 AM Bill Schultz <Bill.Schultz@cumulus.com> wrote:

Katie,

Based on your new budget of \$4,300, here is your new schedule, We increase the digital a bit from \$1,200 to \$1,600. This will deliver you 160,000 impressions in about a week. We are going to drive people to your facebook page. Correct? I assume you do not have a website.

On the radio side, the increase in budget will allow us to increase your frequency on WOSH and WNAM and add WVBO which should help a lot. I feel really good about this schedule. Please reply back to approve and then I will work on the creative.

Digital Schedule:

\$1,600 gets 160,000 impressions

We will be geo-targeting to Neenah area zip codes (please supply a list of zip codes)

Impressions to run 3/30 - 4/7/20

I will also need: photos (if desired)

logos (see attached for what I have been able to liberate from the FB page)

messaging

click through destination (landing page, website, or facebook page)

Radio Schedule: :30 second commercials

3/30- 4/7

WOSH: M-F 6a-9a only- 20x @ \$35 per commercial	\$700
WNAM M-F 8a-2p only- 20x @ \$35 per commercial	\$700
WVBO M-F 10a-3p only 20x @ \$56 per commercial	\$1,120
WVBO Sa 10a-3p only 2x @ \$42 per commercial	\$84

Commercial schedule duplicated on station's internet stream for only \$96 (\$32 per station)

Total investment: \$4,300 cash in advance required or check

If there is more in budget please let me know. Call me with any questions Katie.

Bill Schultz

Account Executive

Cumulus Radio Station Group | Appleton Oshkosh

O: 920.230.0801

M: 920.419.0425

491 S Washburn St | Oshkosh, WI. | 54904

cumulusmedia.com



Cumulus Radio
STATION GROUP

APPLETON/OSHKOSH

