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103.5 FM WTOP.COM

**wtotnews**



**CAMPAIGN AGREEMENT | INSERTION ORDER**

WTOP News | 5425 Wisconsin Ave. NW Washington DC  
202-895-5033 - Sandy Wexler | swexler@wtop.com

# BRT Tax Advocacy Campaign | September 23 - November 19, 2021

WTOP to deliver 168x Total :30 Second Commercials for Business Round Table

Property	Asset	Dates/Time Period	Total Deliverables	Total Net Investment
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**WTOP News**

**:30 Second  
Commercials**

**9 Total Weeks**

**September 23- November 19, 2021**

**188x Total Commercials**

168 Total Paid Commercials  
20x Total BONUS Commercials  
Bonus Media Value: \$20,000

**\$201,000**

**Weekly Schedule for 9 week campaign**

Day	Daypart	Launch Week Thurs-Fri 9/23-9/24	In Session Weeks Full Week M-F 9/27, 10/4, 10/18, 10/25, 11/1, 11/15	Standard Weeks Full Week M-F 10/11, 11/8
Mon-Fri	5am-10am- Morning Drive	2	6	4
Mon-Fri	10am-3pm- Midday Drive	2	6	4
Mon-Fri	3pm-8pm- Afternoon Drive	2	6	4
Mon-Fri	8pm-12am- Evening Drive	2	4	2
<b>Total Commercials Per Week</b>		<b>8x</b>	<b>22x</b>	<b>14x</b>

Approved by: Marcus Pencak Date 9/21/2021  
Sandy Wexler, WTOP

Approved: Sandy Wexler Date 9/16/21  
Sandy Wexler, WTOP

This agreement is non-transferable. It has been made directly with you, the advertiser, and includes all applicable discounts. If this agreement, or any part of it, is purchased by a third party, WTOP/WTOP.com will not provide a discount without any such commission or discount added to the price.

ECN Non-Discrimination Notice: WTOP and WTOP/WFED do not discriminate in advertising arrangements on the basis of race or ethnicity. Any arrangement entered into with an advertiser whose intent is to discriminate on such matters shall be null and void. In compliance with FCC rules, broadcast stations that do not carry 19.5% of the audience.

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Marcus Peacock, 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: Business Roundtable

Agency name: N/A

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: Business Roundtable

Address: 1000 Maine Avenue, SW, Suite 500, Washington, D.C. 20024

Contact: Meredith McPhillips

Phone number: 202-872-1260

Email: mmcphillips@brt.org

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.):

Joshua Bolten, Doug McMillon, Greg A. Adams, Craig Arnold, Mary T. Barra, Corie Barry, Brendan Bechtel, Tim Cook, Jamie Dimon, Jim Fitterling, Beth Ford, Lance Fritz, Lynn J. Good, Alex Gorsky, Tricia Griffith, Gregory J. Hayes, James P. Keane, Rich Lesser, George Oliver, Douglas L. Peterson, Chuck Robbins, Dan Schulman, Robert F. Smith, Julie Sweet, David S. Taylor

Full Titles of aforementioned Board Members can be viewed here: <https://www.businessroundtable.org/about-us/board-of-directors>

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

Tax

**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
<small>DocuSigned by:</small> Signature: <u>Marcus Peacock</u> <small>505897DB58C04FC...</small> Name: Marcus Peacock	<small>DocuSigned by:</small> Signature: <u>Sandy Wexler</u> <u>Sandy Wexler</u> <small>F896818952724FC...</small> Name: Sandy Wexler <u>Step Wexler</u>
Date of Request to Purchase Ad Time: 9/21/2021	Date of Station Agreement to Sell Time: 9/21/2021

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☐ Yes ☒ No Date ad received: \_\_\_\_\_

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 #: <u>90000</u>	Station Call Letters: WTOP/WWWT/WTLP	Date Received/Requested: <u>9/21/2021</u>
Est. #: <u>D/A</u>	Station Location: Washington DC	Run Start and End Dates: <u>9/23-11/21, 2021</u>

**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.