

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

I, Nonbox Media, 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: Nonbox Media

Address: 5307 S 92nd St Hales Corners WI 53130

Contact: Cindy Murphy Phone number: 414-379-6287 Email: cindym@nonboxmedia.com

**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: American Federation for Children Action Fund - WI IE Committee

Address: 1020 19th Street NW Suite 675 Washington DC 20036

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):**

Lisa Lisker - Treasurer

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

**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
Signature: <i>[Signature]</i>	Signature: <i>[Signature]</i>
Name: <i>Nonbox Media</i>	Name: <i>Jim Callow</i>
Date of Request to Purchase Ad Time: <i>10/9/2020</i>	Date of Station Agreement to Sell Time: <i>10/9/20</i>

**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 #: <i>WLST 202010071934678</i>	Station Call Letters: <i>WLST</i>	Date Received/Requested: <i>10/9/20</i>
Est. #:	Station Location: <i>MARINETTE, WI</i>	Run Start and End Dates: <i>10/13/20 - 10/19/20</i>

**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.



**ADVERTISER:** American Federation for Children  
**CAMPAIGN:** AFCWI-SD30R-1013-19  
**FLIGHT DATES:** 10/13/20 - 10/19/20  
**MARKET:** Unrated NW and NE WI  
**DEMO:** P 25-54

**STATION ORDER**  
**REV:** 0

**ORDER #:** WLST202010071934678  
**STATION:** WLST-FM  
**ATTN:** Chris Bernier  
cbernier@armadamedia.com

NonBox Media  
**Buyer:** Cindy Murphy

**Radio - Unrated NW and NE WI**

Line Number	Time Period Days	Len	Gross Rate	Daypart	Tu 10/13	We 10/14	Th 10/15	Fr 10/16	Sa 10/17	Su 10/18	Mo 10/19	Tot Spots	Gross Cost
1	6:00A to 7:00P M	:60	\$23.50	DA	0	0	0	0	0	0	6	6	\$141.00
2	6:00A to 7:00P T	:60	\$23.50	DA	6	0	0	0	0	0	0	6	\$141.00
3	6:00A to 7:00P W	:60	\$23.50	DA	0	6	0	0	0	0	0	6	\$141.00
4	6:00A to 7:00P R	:60	\$23.50	DA	0	0	6	0	0	0	0	6	\$141.00
5	6:00A to 7:00P F	:60	\$23.50	DA	0	0	0	6	0	0	0	6	\$141.00
6	10:00A to 3:00P Sa	:60	\$23.50	S2	0	0	0	0	3	0	0	3	\$70.50
												33	\$775.50

10/8/2020

American Federation for Children's AFCWI-SD30R-1013-19 Insertion Order, Revision 0 - MediaForce

**ADVERTISER:** American Federation for Children  
**CAMPAIGN:** AFCWI-SD30R-1013-19  
**FLIGHT DATES:** 10/13/20 - 10/19/20  
**MARKET:** Unrated NW and NE WI  
**DEMO:** P 25-54

**STATION ORDER**  
**REV:** 0  
**ORDER #:** WLST202010071934678  
**STATION:** WLST-FM  
**ATTN:** Chris Bernier  
cbernier@armadamedia.com

NonBox Media  
**Buyer:** Cindy Murphy

**Monthly Totals**

Month	Gross Cost	Spots
October, 2020	\$775.50	33
Total	\$775.50	33

**Campaign Comments:**

**Vendor Comments:**

Vendor Approval: \_\_\_\_\_ 10/08/20 3:07 PM

# Sales Order

Stations: WHYB-FM, WLST-FM, WSFQ-FM Agency: NONBOX MEDIA  
 Contract Name: AFCWI SD30R1013 19 Address: WILLIAM EISNER & ASSOC  
 Contract#: 3131846 5307 SOUTH 92ND STREET  
 Start Date: 10/10/20 End Date: 10/19/20 City: HALES  
 Revenue Type: Regional Political Type: Cash CORNERS State: WI Zip: 53130  
 Advertiser: AMERICAN FED FOR CHILDREN Buyer:  
 Address: Tax Schedule: (None)  
 City: State: Zip: Agency Commission % 15  
 Product Name: AMERICAN FED FOR CHILDREN Billing Cycle: Standard  
 Estimate #: ORDER # 2020010071934678 Salesperson: 6235HOUSE Comm % 0  
 Competitive Code: Political Makegood Policy: Within Contract Dates

## WHYB-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	10/10/20	10/12/20		6:00 AM	7:00 PM	60	6					5	6	17	D	0.00	17	0.00	1
2	10/13/20	10/19/20		6:00 AM	7:00 PM	60	6	8	8	8	8	3		41	D	11.35	41	465.35	1

TOTAL GROSS \$465.35, NET \$395.55

## WLST-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	10/10/20	10/12/20		6:00 AM	7:00 PM	60	6					5	6	17	D	0.00	17	0.00	1
2	10/13/20	10/19/20		6:00 AM	7:00 PM	60	6	6	6	6	6	3		33	D	23.50	33	775.50	1

TOTAL GROSS \$775.50, NET \$659.17

## WSFQ-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	10/10/20	10/12/20		6:00 AM	7:00 PM	60	6					5	6	17	D	0.00	17	0.00	1
2	10/13/20	10/19/20		6:00 AM	7:00 PM	60	6	6	6	6	6	3		33	D	16.50	33	544.50	1

TOTAL GROSS \$544.50, NET \$462.82

Billing Projections: By Month

	Oct 20
CA	1,785.35
ST	1,785.35

☒ Print Spot Prices

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TOTAL SPOTS	158
GROSS TOTAL \$	1,785.35
ADJUSTED SPOTS	158
ADJUSTED TOTAL \$	1,785.35

APPROVE	DECLINE	
<input type="radio"/>	<input type="radio"/>	General Manager
<input type="radio"/>	<input type="radio"/>	Sales Manager
<input type="radio"/>	<input type="radio"/>	National Sales Manager
<input checked="" type="radio"/>	<input type="radio"/>	6235Tla1, 10/09/20 @1:03PM

The reconciliation information need not be placed in the file immediately but the entity must identify a person or persons capable of informing an advertiser of the details of any reconciliation information.

Reconciliation information for this order will be posted upon completion of schedule or at the end of the month the advertising aired. Reconciliation information is also available from the business manager, Stephanie Edge at [Stephanie@baycitiesonline.com](mailto:Stephanie@baycitiesonline.com) or by calling 715-735-0225 extension 212.