

**ORDER****Orders**

Order / Rev: 1908  
 Alt Order #:  
 Product Desc: Issue  
 Estimate:  
 Flight Dates: 11/02/16 - 11/07/16  
 Original Date / Rev: 11/01/16 / 11/01/16  
 Order Type: GENERAL

WLDB-FM  
 Primary AE: Linda Hantke  
 Sales Office: L-MIL  
 Sales Region: Local

**Agency**

Name: Nonbox  
 Buying Contact:  
 Billing Contact:  
 5703 South 92nd Street  
 Hales Corners, WI 53130

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

**Advertiser**

Name: Reform America Fund (RAF)  
 Demographic: HH  
 Product Codes: Political  
 Priority: P-11  
 Revenue Codes: DIR, POL, GEN-SPOT

New Business Thru:  
 Order Separation: 00:20:00  
 Advertiser External ID:  
 Agency External ID:  
 Unit Code: General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/07/16	48	\$5,120.00	\$4,352.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	48	\$5,120.00	\$4,352.00	0.00
<b>Totals</b>	<b>48</b>	<b>\$5,120.00</b>	<b>\$4,352.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tom Cheng			Start Of Order - End Of Order	100%
Linda Hantke			Start Of Order - End Of Order	0%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLDB	11/02/16	11/07/16	M-F Prime 6a-7p M-F Prime 6a-7p	CM	6a-7p	8-888--	1:00	32	\$130.00	P-11	0.00	NM	32	\$4,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--888--		24				\$130.00		0.00			
		Week: 11/07/16	11/13/16	8-----		8				\$130.00		0.00			
N 2	WLDB	11/02/16	11/07/16	Sa-Su 6a-7p Sa-Su 6a-7p	CM	6a-7p	-----88	1:00	16	\$60.00	P-11	0.00	NM	16	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----88		16				\$60.00		0.00			
		Week: 11/07/16	11/13/16	-----		0				\$60.00		0.00			
													<b>Totals</b>	<b>48</b>	<b>\$5,120.00</b>



Campaign: 2016R RAF Milwaukee 1102  
Product: Reform America Fund  
Brand: Reform America Fund

Market: MILWAUKEE PPM  
Station: WLDB-FM  
Station Contact: Linda Hantke

## Station Order

Estimate No.: RAF-Milw w/o1102  
Rev #: 0

Flight From: 10/31/2016 to 11/13/2016

nonbox  
5307 S 92nd St.  
Hales Corners, WI 53130  
414-425-8800

Buyer Name: Cindy Murphy  
Sweeps: September 16

Actg. Order No.: 7614  
WS Order No.: 8621

Item#	Days/ Times	DPI/ Len	Program Title/ Comm1 Tag	Station Gross		Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	Nov 07	Total Spots
				Rate/ Total	Total							
1	MTWRF-- 06:00A-07:00P	DA 60		\$130.00 \$4,160.00		8	8	8	.	.	8	32
2	----SSu 06:00A-07:00P	WK 60		\$60.00 \$960.00		.	.	.	8	8	.	16
				\$5,120.00		8	8	8	8	8	8	48

Month	Spots	Station Gross	
		Dollars	
Nov	48	\$5,120.00	
	48	\$5,120.00	

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

25+

nonbox  
Station: WLDB-FM

Month	Spots	Station Gross Dollars
1		
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By: \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WLDB-FM Milwaukee, WI	<b>Date:</b> 11/1/16
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I, William Eisner & Associates, dba Nonbox

do hereby request station time concerning the following issue:

2016 WI Senate Race
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:60	see	schedule			

This broadcast time will be used by: Reform America Fund

**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):

Reform America Fund  
P.O. Box 44  
Black Creek, WI 54106

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):

Lorri Pickens - Treasurer

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

<u>11/1/16</u>	<u>Cindy Murphy</u>	<u>414-425-8800</u>
Date	Signature	Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

<input checked="" type="checkbox"/> <b>Accepted</b>	<input type="checkbox"/> <b>Accepted in Part</b>	<input type="checkbox"/> <b>Rejected</b>
<u>Linda Hantke</u>	<u>Linda Hantke</u>	<u>National Sales Manager</u>
Signature	Printed Name	Title

## 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

**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.





## Traffic Instructions

Traffic-generic - traffic@milwaukeeeradio.com  
Production - audio@milwaukeeeradio.com  
Tom Cheng - cheng@milwaukeeeradio.com

MARKET: **Milwaukee, WI** STATION: **WLDB-FM**

Reform America Fund (jobRAF-2016R6radio-Milwaukee)	DATE: November 1, 2016
CAMPAIGN: *** 2016R RAF Milwaukee 1102	ESTIMATE: *** RAF-Milw w/o1102

These instructions do not constitute an order of time. Question regarding time purchase should be addressed to the buyer or station rep.

### Attention Required

\*\*\* Media order will be coming from **Cindy Murphy** shortly. Schedule will start tomorrow 11/2/16.

As required - please **REPLY** to traffic email, confirming receipt.

**THANK YOU** all for your help during this political season.

**IMPORTANT** - please review the contacts listed at the Top Right corner of this traffic instruction sheet and let me know if there is anyone else that you would like added to the traffic recipient database. (sales asst, traffic, production, etc)

DATE	ISCI	TITLE	LENGTH	PERCENTAGE
11/2/16 - 11/7/16	AMCA6607R	Spot 7	:60	100%

Link to creative files: <http://cdn.mediaspotbox.com/nonbox/ticket/1084/index.html>

Milwaukee Radio Alliance, LLC  
dba WLDB-FM, WLUM-FM, and WZTI-AM & FM  
N72W12922 Good Hope Road  
Menomonee Falls, WI 53051  
414.771.1021 or 414.778.1933

Term ID: 001

## Sale - Approved

Date	11/02/16	Time 10:02:21
Method of Payment	MasterCard	
Entry Method	Manual	
Account #	XXXXXXXXXXXX0669	
Order ID	Reform America	
Approval Code	290592	
Amount	4,352.00	

Thank you for your payment  
WLDB-FM 93.3, WLUM-FM FM 102/1, and  
WZTI AM 1290 FM 100.3 True Oldies

Customer Copy