

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Lambert & Co., 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: Kristin Combs

Agency name: Lambert & Co.

Address: 106 W. Allegan, Ste. 200, Lansing, MI 48933

Contact: Kristin Combs

Phone number: 517-267-9012

Email: kcombs@lambert.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: Michigan, My Michigan

Address: 106 W. Allegan, Ste. 200, Lansing, MI 48933

Contact: Kristin Combs

Phone number: 517-267-9017

Email: kcombs@lambert.com

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.):

Phil Hoffman, Heather Lombardini, Ellen Kletzka

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: **Kristin Combs**

Digitally signed by Kristin Combs
Date: 2020.06.09 12:10:42 -04'00'

Signature:

Name: Kristin Combs

Name:

Date of Request to Purchase Ad Time: 10/29/2020

Date of Station Agreement to Sell Time:

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 #:

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

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.

Sales Order

Station: WUPK-FM Agency: RuralAMFM
 Contract Name: Mich My Mich OCT20 Address: 190 Monroe Avenue Northwest
 Contract#: (none) Suite 300
 Start Date: 10/30/20 End Date: 11/03/20 City: Grand Rapids State: MI Zip: 49503
 Revenue Type: Politcal-Agency Type: Cash Buyer: _____
 Advertiser: Michigan, My Michigan Tax Schedule: _____ (None)
 Address: _____ Agency Commission %: 50
 City: _____ State: _____ Zip: _____ Billing Cycle: Standard
 Product Name: Michigan mMy Michigan Salesperson: 4045PPOLI Comm %: 0
 Competitive Code: Political Makegood Policy: Management Approval Required

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	10/30/20	11/01/20		6:00 AM	7:00 PM	30					12	12	12	36	D	47.06	36	1,694.16	1	
2	11/02/20	11/02/20		6:00 AM	7:00 PM	30	14							14	D	47.06	14	658.84	1	
3	11/03/20	11/03/20		6:00 AM	3:00 PM	30		7						7	D	47.06	7	329.42	1	

Billing Projections: By Month

	Oct 20	Nov 20
CA	1,129.44	1,552.98
ST	0.00	2,682.42

☒ Print Spot Prices
Notes to Traffic: Crt 2038TOTAL SPOTS 57GROSS TOTAL \$ 2,682.42ADJUSTED SPOTS 57ADJUSTED TOTAL \$ 2,682.42

APPROVE DECLINE

☐☐

General Manager

☐☐

Sales Manager

☐☐

Traffic

☐☐

BusinessManager