


# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Ryan Horn, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 	<input type="checkbox"/> FEDERAL CANDIDATE
	<input checked="" type="checkbox"/> STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Jefferson Shreve

Authorized committee:

Shreve for Mayor

Agency requesting time (and contact information):

N/A Bullhorn Communications info@bullhorncomms.com

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Mayor

Date of election:

5/2/2023

General

Primary

Treasurer of candidate's authorized committee:

Kevin Martin

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

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

**Candidate/Committee/Agency**

**Station Representative**

Signature:



Signature:



Name: Ryan Horn

Name: Dione Wheatley

Date of Request to Purchase Ad Time: 3/16/23

Date of Station Agreement to Sell Time: 4/14/23

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: \_\_\_\_\_

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason (optional): \_\_\_\_\_





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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag): \_\_\_\_\_

Contract #: 1090966	Station Call Letters: WFMS-FM	Date Received/Requested: 4/14/2023
Est. #: 156	Station Location: Indianapolis IN	Run Start and End Dates: 4/17/23-4/30/23

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

# Order #1090966: Bullhorn C../Shreve/D/M../Shreve for../156

  	Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRF
	04/14/23 11:08:27 AM	Processed		<async process>	Donnie We	\$4,700.00	96	0.00
	04/14/23 10:55:52 AM	Approved			Jean Pratt	\$4,700.00	96	0.00
	04/14/23 10:55:50 AM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Jean Pratt	\$4,700.00	96	0.00
	04/14/23 10:54:08 AM	Approval Workflow		[Sales Manager - Ready Default]	Eric Wunn	\$4,700.00	96	0.00
	04/14/23 8:41:11 AM	Ready for approval		New order	Dione Whe	\$4,700.00	96	0.00
	04/14/23 8:36:05 AM	New order created		Imported EC Order	Dione Whe	\$4,700.00	96	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 1090966  
**Alt Order #:** 36552521  
**Product Desc:** Shreve for Mayor  
**Estimate:** 156  
**Flight Dates:** 04/17/23 - 04/30/23  
**Original Date / Rev:** 04/14/23 / 04/14/23  
**Order Type:** GENERAL

**WFMS-FM**  
**Primary AE:** Katz Philadelphia  
**Sales Office:** K-7.5  
**Sales Region:** N-Katz75

**Agency**  
**Name:** Bullhorn Communications  
**Buying Contact:**  
**Billing Contact:**  
 5016 Webster Street  
 Omaha, NE 68132

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

**Advertiser**  
**Name:** Shreve/D/Mayor  
**Demographic:** A35+  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-LR  
**Priority:** P-100

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/27/23	04/30/23	96	\$4,700.00	\$3,995.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	96	\$4,700.00	\$3,995.00	0.00
<b>Totals</b>	<b>96</b>	<b>\$4,700.00</b>	<b>\$3,995.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia	K-7.5	N-Katz75	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	WFMS	04/17/23	04/30/23	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	MTWTF--	1:00	14	\$50.00	P-10	0.00	NM	28	\$1,400.00
	RT -	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/17/23	04/23/23	MTWTF--		14				\$50.00		0.00			
	Week:	04/24/23	04/30/23	MTWTF--		14				\$50.00		0.00			
N 2	WFMS	04/17/23	04/30/23	M-F Midday M-F	CM	10:00 AM-3:00 PM	MTWTF--	1:00	14	\$70.00	P-10	0.00	NM	28	\$1,960.00
	RT -	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/17/23	04/23/23	MTWTF--		14				\$70.00		0.00			
	Week:	04/24/23	04/30/23	MTWTF--		14				\$70.00		0.00			
N 3	WFMS	04/17/23	04/30/23	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	MTWTF--	1:00	14	\$40.00	P-10	0.00	NM	28	\$1,120.00
	RT -	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/17/23	04/23/23	MTWTF--		14				\$40.00		0.00			
	Week:	04/24/23	04/30/23	MTWTF--		14				\$40.00		0.00			
N 4	WFMS	04/22/23	04/30/23	Sa-Su Midday Sa-Su	CM	10:00 AM-3:00 PM	-----S-	1:00	2	\$20.00	P-10	0.00	NM	4	\$80.00
	RT -	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/22/23	04/28/23	-----S-		2				\$20.00		0.00			

Order / Rev: 1090966  
 Alt Order #: 36552521  
 Flight Dates: 04/17/23 - 04/30/23

Advertiser: Shreve/D/Mayor  
 Product Desc: Shreve for Mayor  
 Estimate: 156

WFMS-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/29/23	05/05/23	-----S-		2				\$20.00		0.00			
N 5	WFMS	04/22/23	04/30/23	Sa-Su PM Sa-Su	CM	3:00 PM-7:00 PM	-----S-	1:00	2	\$15.00	P-10	0.00	NM	4	\$60.00
		RT -													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/23	04/28/23	-----S-		2				\$15.00		0.00			
		Week: 04/29/23	05/05/23	-----S-		2				\$15.00		0.00			
N 6	WFMS	04/23/23	04/30/23	Sa-Su Midday Sa-Su	CM	10:00 AM-3:00 PM	-----S	1:00	2	\$20.00	P-10	0.00	NM	4	\$80.00
		RT -													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/23/23	04/29/23	-----S		2				\$20.00		0.00			
		Week: 04/30/23	05/06/23	-----S		2				\$20.00		0.00			
													Totals	96	\$4,700.00