

# CONTRACT



**Townsquare Media Rockford**  
**3901 Brendenwood Road**  
**Rockford, IL 61107**  
**(815) 399-2233**

<u>Contract / Revision</u> 752717B /		<u>Alt Order #</u>
<u>Advertiser</u> Carauana, Citizens for		<u>Original Date / Revision</u> 10/29/18 / 10/29/18
<u>Contract Dates</u> 10/30/18 - 11/05/18	<u>Estimate #</u>	
<u>Product</u> Political		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WROK-AM	<u>Account Executive</u> Heather Olson_Y059	<u>Sales Office</u> Local Rockford
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

And:

**Cain & Company**  
**Attention: Rick Heffner**  
**685 Featherstone Road**  
**Rockford, IL 61107**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WROK	10/30/18	11/05/18	M-F AM Drive	6a-10a		:30			NM	5	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/18	11/04/18	-TWTF--				4	\$19.00			
	Week:	11/05/18	11/11/18	M-----				1	\$19.00			
N 2	WROK	10/30/18	11/05/18	M-F Midday	10a-3p		:30			NM	6	\$114.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/18	11/04/18	-TWTF--				5	\$19.00			
	Week:	11/05/18	11/11/18	M-----				1	\$19.00			
N 3	WROK	10/30/18	11/05/18	M-F PM Drive	3p-7p		:30			NM	6	\$108.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/18	11/04/18	-TWTF--				5	\$18.00			
	Week:	11/05/18	11/11/18	M-----				1	\$18.00			
N 4	WROK	10/30/18	11/05/18	M-F Evening	7p-12a		:30			NM	7	\$84.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/18	11/04/18	-TWTF--				6	\$12.00			
	Week:	11/05/18	11/11/18	M-----				1	\$12.00			
N 5	WROK	11/03/18	11/04/18	Sa-Su AM	6a-10a		:30			NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/18	11/04/18	-----S-				5	\$10.00			
N 6	WROK	11/03/18	11/04/18	Sa-Su Midday	10a-3p		:30			NM	5	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/18	11/04/18	-----S-				5	\$7.00			
N 7	WROK	11/03/18	11/04/18	Sa-Su Evening	7p-12a		:30			NM	5	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/18	11/04/18	-----S-				5	\$8.00			
<b>Totals</b>											<b>39</b>	<b>\$526.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/29/18 - 11/05/18	39	\$526.00	(\$78.90)	\$447.10
<b>Totals</b>	<b>39</b>	<b>\$526.00</b>	<b>(\$78.90)</b>	<b>\$447.10</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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3901 Brendenwood Road  
Rockford, IL 61107  
(815) 399-2233

<u>Contract / Revision</u> 752717B /	<u>Alt Order #</u>
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<u>Advertiser</u> Carauana, Citizens for	<u>Original Date / Revision</u> 10/29/18 / 10/29/18
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<u>Contract Dates</u> 10/30/18 - 11/05/18	<u>Product</u> Political	<u>Estimate #</u>
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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Carauana 5

From: Heather Olson  
 Phone: (815) 399-2233 x235  
 Email: heather.olson@townsquaremedia.com  
 10/26/2018 4:58 PM

Flight Dates: 10/29/2018 - 11/04/2018  
 Demo: P 18+

Radio Market: ROCKFORD  
 Survey: SP18/FA17  
 Geography: Metro

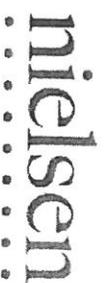


CFM

1:50  
11/5

Radio Total	Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
<b>WKGL-FM</b>		156		\$34.64	\$4921.00	88,400	3.7
<b>Flight A - 1 wk (10/29)</b>		39		\$27.72	\$1,081.00	20,500	3.3
One Week Total		39		\$27.72	\$1,081.00	20,500	3.3
	M-F 6A-10A	39		\$27.72	\$1,081.00	20,500	3.3
	M-F 10A-3P	5 30		\$47.00	\$235.00	6,300	1.5
	M-F 3P-7P	6 30		\$47.00	\$282.00	9,100	1.8
	M-F 7P-12M	7 30		\$35.00	\$210.00	8,400	1.6
	Sa 6A-10A	5 30		\$12.00	\$84.00	2,600	1.3
	Sa 10A-3P	5 30		\$20.00	\$100.00	2,400	2.1
	Sa-Su 7P-12M	5 30		\$20.00	\$100.00	6,400	2.7
<b>WROK-AM</b>		5 30		\$14.00	\$70.00	1,900	1.6
<b>Flight A - 1 wk (10/29)</b>		39		\$13.49	\$526.00	12,000	3.6
One Week Total		39		\$13.49	\$526.00	12,000	3.6
	M-F 6A-10A	39		\$13.49	\$526.00	12,000	3.6
	M-F 10A-3P	5 30		\$19.00	\$95.00	5,300	1.8
	M-F 3P-7P	6 30		\$19.00	\$114.00	6,800	1.9
	M-F 7P-12M	7 30		\$18.00	\$108.00	4,800	1.8
	Sa 6A-10A	5 30		\$12.00	\$84.00	2,000	1.8
	Sa 10A-3P	5 30		\$10.00	\$50.00	2,000	2.3
	Sa-Su 7P-12M	5 30		\$7.00	\$35.00	1,700	1.8
<b>WXXQ-FM</b>		5 30		\$8.00	\$40.00	700	2.1
<b>Flight A - 1 wk (10/29)</b>		39		\$37.44	\$1,460.00	28,400	2.8

The first demo listed is the Primary Demo.  
 This report was created in TAPOSCAN using the following Radio information: ROCKFORD, SP18/FA17, Metro, Multiple Dayparts Used, P 18+. See Detailed Sourcing Page for Complete Details.  
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Carauana 5

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 10/26/2018 4:58 PM



Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
<b>WXXQ-FM (continued)</b>						
One Week-Total	39		\$37.44	\$1,460.00	28,400	2.8
M-F 6A-10A	39		\$37.44	\$1,460.00	28,400	2.8
M-F 10A-3P	5 30		\$47.00	\$235.00	9,600	1.5
M-F 3P-7P	6 30		\$59.00	\$354.00	10,300	1.6
M-F 7P-12M	7 30		\$22.00	\$154.00	3,000	1.4
Sa 6A-10A	5 30		\$35.00	\$175.00	3,600	2.2
Sa 10A-3P	5 30		\$35.00	\$175.00	7,100	2.4
Sa-Su 7P-12M	5 30		\$17.00	\$85.00	2,100	1.4
<b>WZOK-FM</b>						
Flight A - 1 WK (10/29)	39		\$47.54	\$1,854.00	46,100	3.1
One Week Total	39		\$47.54	\$1,854.00	46,100	3.1
M-F 6A-10A	5 30		\$58.00	\$290.00	17,800	1.6
M-F 10A-3P	6 30		\$59.00	\$354.00	21,100	1.8
M-F 3P-7P	6 30		\$71.00	\$426.00	18,800	1.6
M-F 7P-12M	7 30		\$27.00	\$189.00	7,000	1.5
Sa 6A-10A	5 30		\$47.00	\$235.00	5,200	2.1
Sa 10A-3P	5 30		\$53.00	\$265.00	8,900	2.2
Sa-Su 7P-12M	5 30		\$19.00	\$95.00	4,300	1.7

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Caravana 5



From: Heather Olson  
 Phone: (815) 399-2233 x235  
 Email: heather\_olson@lowmsquaremedia.com  
 10/26/2018 4:58 PM

**Schedule Grand Totals: 1 Week**

Radio-Total	Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency
		1386	\$311.54	\$4,921.00	89,400	3.7
WKGL-FM		39	\$27.72	\$1,081.00	20,500	3.3
WRQK-AM		39	\$13.49	\$526.00	12,000	3.6
WXXQ-FM		39	\$37.44	\$1,460.00	28,400	2.8
WZOK-FM		39	\$47.54	\$1,854.00	46,100	3.1

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: ROCKFORD, SP18 / FA17, Neutr. Multiple Dayparts Used, P 18-- See Detailed Sourcing Page for Complete Details.  
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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <u>WZOK</u> <u>WROK</u> <u>TOWNSQUARE WXXX</u> <u>DISCIPLE 96.7</u>	<b>Date:</b> <u>10/29/18</u>
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I, RECH HERRER,

being/on behalf of: GARY CARUANA,

a legally qualified candidate of the REPUBLICAN

political party for the office of: WINNEBAGO County SHERIFF

in the GENERAL

election to be held on: NOV. 6, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<u>SEE</u>	<u>ATTACHED</u>		

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

PAID FOR BY CAMERON for Wm. B. Co. County SHERIFF

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

DORIAN FRAZER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

**To Be Signed By Candidate or Authorized Committee**

10/29/18  
Date

  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title