

**ORDER**

**Orders**  
**Order / Rev:** 483101  
**Alt Order #:**  
**Product Desc:** WI Homeowners Alliance  
**Estimate:**  
**Flight Dates:** 06/07/19 - 06/28/19  
**Original Date / Rev:** 06/06/19 / 06/06/19  
**Order Type:** GENERAL

Good Karma Brands Milwa

**Primary AE:** Dan Carlson  
**Sales Office:** RADMK  
**Sales Region:** LOC

**Agency**  
**Name:** Wisconsin Homeowners Alliance c/o  
**Buying Contact:**  
**Billing Contact:**  
 c/o Platform Communications  
 Madison, WI 53703

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser**  
**Name:** Wisconsin Homeowners Alliance c/o  
**Demographic:** A25-54  
**Product Codes:** PL Ballot Issue  
**Revenue Code 1:** DIR  
**Revenue Code 2:** TIME SLS  
**Revenue Code 3:** TIME SLS

**New Business Thru:**  
**Advertiser External ID:** 241616  
**Agency External ID:** 129506  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/27/19	06/28/19	33	\$11,220.00	\$11,220.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2019	33	\$11,220.00	\$11,220.00	0.00
<b>Totals</b>	<b>33</b>	<b>\$11,220.00</b>	<b>\$11,220.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Carlson			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	WTMJA	06/07/19	06/28/19	M-F 6a-10a M-F 6a-10a	CM	M-F 6a-10a	11111--	1:00	5	\$340.00	P-2	0.00	NM	16	\$5,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/03/19	06/09/19	----1--		1				\$340.00		0.00			
		Week: 06/10/19	06/16/19	11111--		5				\$340.00		0.00			
		Week: 06/17/19	06/23/19	11111--		5				\$340.00		0.00			
		Week: 06/24/19	06/30/19	11111--		5				\$340.00		0.00			
N 2	WTMJA	06/07/19	06/28/19	M-F 3p-7p M-F 3p-6p	CM	M-F 3p-6p	11111--	1:00	5	\$340.00	P-2	0.00	NM	17	\$5,780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/03/19	06/09/19	----1--		1				\$340.00		0.00			
		Week: 06/10/19	06/16/19	11111--		5				\$340.00		0.00			
		Week: 06/17/19	06/23/19	11111--		5				\$340.00		0.00			
		Week: 06/24/19	06/30/19	11121--		6				\$340.00		0.00			
													<b>Totals</b>	<b>33</b>	<b>\$11,220.00</b>

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WTMS - 620 AM - MILWAUKEE	<b>Date:</b> 6/5/19
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I, Nathan Conrad  
do hereby request station time concerning the following issue:

The Wisconsin Homeowners Alliance - Property Taxes - Wisconsin State Budget

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:60	see attached schedule				4

<b>Total Charges:</b>
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This broadcast time will be used by: The Wisconsin Homeowners Alliance

<p><b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b></p> <p style="text-align: center;"> <input type="checkbox"/> Yes             <span style="margin-left: 200px;"><input checked="" type="checkbox"/> No</span> </p>	
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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 office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

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

The Wisconsin Homeowners Alliance

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

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

I agree 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), I also agree 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**

6/5/19

Date



Signature

608-556-1294

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Re: copy of the WI Homeowners Alliance order

**Nathan Conrad** <nc@platform-communications.com>

Thu 6/6/2019 12:33 PM

To: Lynn Barbeau <lbarbeau@goodkarmabrand.com>;

 1 attachments (37 KB)

Outlook-ba3wrat3.png;

Lynn -

The tracking number for the WHA Ad Buy Check is as follows:

EJ 020 856 300 US

It is en route and should be to you tomorrow morning.

Best,

Nathan

On Thu, Jun 6, 2019, 10:50 AM Lynn Barbeau <lbarbeau@goodkarmabrand.com> wrote:

Attached is a copy of the WI Homeowners Alliance on WTMJ Radio for your files.

**Lynn Barbeau / Partnership Coordinator**

414-967-5212

[lbarbeau@goodkarmabrand.com](mailto:lbarbeau@goodkarmabrand.com)

**Good Karma Brands**

WTMJ.com | ESPNWisconsin.com



Best,

Nathan

:60's  
Net \$

Ad Cost	Monday	Tuesday	Wednesday	Thursday	Friday	Ad total	Program Total Ads Run	Program Total Cost
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**WEEK 1****WTMJ - 620 AM - Milwaukee**

AM Drive	340	0	0	0	0	1	340	
PM Drive	340	0	0	0	1	1	680	3   \$1,020.00

**WEEK 2****WTMJ - 620 AM - Milwaukee**

AM Drive	340	1	1	1	1	1	1700	
PM Drive	340	1	1	1	1	1	1700	10   \$3,400.00

**WEEK 3****WTMJ - 620 AM - Milwaukee**

AM Drive	340	1	1	1	1	1	1700	
PM Drive	340	1	1	1	1	1	1700	10   \$3,400.00

**WEEK 4****WTMJ - 620 AM - Milwaukee**

AM Drive	340	1	1	1	1	1	1700	
PM Drive	340	2	1	1	1	1	1700	10   \$3,400.00
							33	11,220.00

Nathan Conrad

Platform Communications

[nc@platform-communications.com](mailto:nc@platform-communications.com)

608-556-1294

**WARNING:** This email originated outside of GKB. DO NOT CLICK on links or attachments unless you recognize the sender and know the content is safe.

# Re: Wisconsin Homeowners Alliance Ad Buy

Nathan Conrad <nc@platform-communications.com>

Wed 6/5/2019 5:03 PM

To: Dan Carlson <dcarlson@goodkarmabrands.com>;

Cc: Stephanie Sulok <ssulok@goodkarmabrands.com>; Lynn Barbeau <lbarbeau@goodkarmabrands.com>;

📎 1 attachments (7 KB)

image001.jpg;

Dan -

It is a 60-second spot. Our admin left the office I cannot get another check out tonight I will just push tomorrow's ad later in the program. I will send the spot and the NAB form tomorrow morning as early as possible and I will have the office send the check out tomorrow as well.

Nathan

On Wed, Jun 5, 2019, 4:39 PM Dan Carlson <dcarlson@goodkarmabrands.com> wrote:

Thanks, Nathan.

Logs for tomorrow have closed, so we would need check + spot in-house by Noon tomorrow to start on Friday. Is that possible?

Besides the spot for tomorrow, rates (assuming these are NET) and schedule look OK. Do you want us to input rates as NET, with no agency commission noted?

Let us know where to schedule the spot currently on tomorrow afternoon. We can input the rest as is if we can plan to receive :30-second spot + check tomorrow.

The check should be to Good Karma Brands and can be overnighted to - Attn: Receivables / 310 W. Wisconsin Ave / Milwaukee, WI 53203

Please forward NAB form too, when possible.

Thanks again, and talk to you soon.

**Dan Carlson | General Sales Manager**  
office: 414.273.3776 | cell: 773.301.0494

720 E. Capitol Drive

**RE: Wisconsin Homeowners Alliance Ad Buy****Dan Carlson**

Wed 6/5/2019 4:39 PM

To: Nathan Conrad &lt;nc@platform-communications.com&gt;;

Cc: Stephanie Sulok &lt;ssulok@goodkarmabrands.com&gt;; Lynn Barbeau &lt;lbarbeau@goodkarmabrands.com&gt;;

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Please forward NAB form too, when possible.

Thanks again, and talk to you soon.

**Dan Carlson | General Sales Manager**

office: 414.273.3776 | cell: 773.301.0494

720 E. Capitol Drive

Milwaukee, WI 53212

WTMJ.com | ESPNWisconsin.com

**GOOD KARMA BRANDS**  
[EST. 1997]**From:** Nathan Conrad <nc@platform-communications.com>**Sent:** Wednesday, June 5, 2019 1:52 PM**To:** Dan Carlson <dcarlson@goodkarmabrands.com>**Subject:** [External] Wisconsin Homeowners Alliance Ad Buy

Dan -

Below is my proposed buy schedule for WTMJ 620 AM. Can you confirm that this is correct and provide me the address you would like the check overnighted to?

Please let me know how you would like the check made out.

I am sending a follow up email in a bit with an NAB form for your records.