

# Order #1255046: Peak Media/Delta Dental/HOUSE BILL/

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRI
03/01/24 2:12:39 PM	Processed		<async process>	Amy Smitt	\$230.00	24	0.00
03/01/24 2:01:13 PM	Approved			Craig Jolly	\$230.00	24	0.00
03/01/24 2:01:10 PM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Craig Jolly	\$230.00	24	0.00
03/01/24 1:59:06 PM	Approval Workflow		[Sales Manager - Ready Default] new order	Cindy Tho	\$230.00	24	0.00
03/01/24 1:35:48 PM	Ready for approval		Fixing Revenue Codes	Craig Jolly	\$230.00	24	0.00
03/01/24 1:26:38 PM	Ready for approval		fixed rev codes 2 and 3	Cindy Tho	\$230.00	24	0.00
03/01/24 1:13:23 PM	Ready for approval		NEW	Kristen Da	\$230.00	24	0.00
03/01/24 1:12:10 PM	New order created		Copied from Order #1255030	Kristen Da	\$1,500.00	30	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 1255046  
**Alt Order #:**  
**Product Desc:** HOUSE BILL  
**Estimate:**  
**Flight Dates:** 03/04/24 - 03/17/24  
**Original Date / Rev:** 03/01/24 / 03/01/24  
**Order Type:** GENERAL

**KKWD-FM**  
**Primary AE:** Kristen Davis  
**Sales Office:** L-OKC  
**Sales Region:** Local

**Agency**  
**Name:** Peak Media  
**Buying Contact:**  
**Billing Contact:**  
 6016 Northwest 154th Street  
 Edmond, OK 73013

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

**Advertiser**  
**Name:** Delta Dental  
**Demographic:** A25-54  
**Product Codes:** Dentists  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-ISS  
**Revenue Code 3:** GEN  
**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
02/26/24	03/15/24	24	\$230.00	\$195.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	24	\$230.00	\$195.50	0.00
<b>Totals</b>	<b>24</b>	<b>\$230.00</b>	<b>\$195.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Davis	L-OKC	Local	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	KKWD	03/04/24	03/17/24	M-F Prime M-F	CM	6a-7p	MTWTF--	:15	11	\$10.00	P-60	0.00	NM	22	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/04/24	03/10/24	MTWTF--					11	\$10.00		0.00			
		Week: 03/11/24	03/17/24	MTWTF--					11	\$10.00		0.00			
N 2	KKWD	03/04/24	03/17/24	M-F Prime M-F	CM	6a-7p	MTWTF--	:15	1	\$5.00	P-60	0.00	NM	2	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/04/24	03/10/24	MTWTF--					1	\$5.00		0.00			
		Week: 03/11/24	03/17/24	MTWTF--					1	\$5.00		0.00			
													<b>Totals</b>	<b>24</b>	<b>\$230.00</b>

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Kasey Simonich, 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: Kasey Simonich

Agency name: Peak Media, LLC

Address: 6016 NW 154th Street, Edmond, OK 73013

Contact: Kasey Simonich

Phone number: 405-923-1000

Email: kasey@peak-media.net

**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: Delta Dental of Oklahoma

Address: 16 NW 63rd Street, Oklahoma City OK 73013

Contact: Amanda Bray

Phone number: 405-607-2178

Email: amanda@deltadentalok.org

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):**

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.

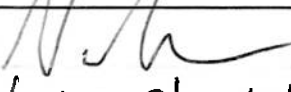
Advertiser/Sponsor

Station Representative

Signature:



Signature:



Name: Kasey Simonich

Name: Nichole Shadid

Date of Request to Purchase Ad Time: Feb 2024

Date of Station Agreement to Sell Time: 3/1/24

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?

Yes

No

Date ad received: 3/1/24

Note: Must have separate PB-19 forms 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:

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

Date and nature of follow-ups, if any:

Contract #:

1255046

Station Call Letters:

KKWD-FM

Date Received/Requested:

3/1/24

Est. #:

Station Location:

OKC

Run Start and End Dates:

3/1/24 - 3/17/24

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.