

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

Station and Location: WGLL Port St Lucie/Vero Beach	Date: 8-16-2022
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I, SUE ELLEN,
 being/on behalf of: Stephanie Morgan,
 a legally qualified candidate of the N/A
 political party for the office of: PSL City Council
 in the Primary Election
 election to be held on: August 23, 2022
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					
				30 preemp	

Attach proposed schedule with charges (if available):

Gross \$ 492 NET \$ 418.20

PSL CITY COUNCIL r thursday start 6 pd

From: Karen Franke
 Phone: (772) 567-0937 x101
 Email: karenfranke@myfcmmedia.com
 8/16/2022 3:09 PM



1377
 ref

Stephanie Morgan - PSL City Council
 \$1377

Flight Dates: 08/11/2022 - 08/22/2022
 Demo: P 18+
 Radio Market: FT. PIERCE-STUART-VERO BEACH
 Survey: FA21
 Geography: Metro

Daypart	Spots	Length	Unit Rate	Total Cost	Frequency	Gls
Radio Total	144		\$11.25	\$1,620.00	2.9	249,000
WJKD-FM	36		\$10.33	\$372.00	2.3	49,800
Flight B - 1 wk (08/15)						
One Week Total	24		\$10.50	\$252.00	2.2	30,600
	24		\$10.50	\$252.00	2.2	30,600
Th-F 6A-7P	12	30	\$10.00	\$120.00	1.9	20,400
Sa 6A-7P	6	30	\$12.00	\$72.00	1.3	3,600
Su 6A-7P	6	30	\$10.00	\$60.00	1.7	6,600
Flight C - 1 wk (08/22)						
One Week Total	12		\$10.00	\$120.00	2.0	19,200
	12		\$10.00	\$120.00	2.0	19,200
M-Tu 6A-7P	12	30	\$10.00	\$120.00	2.0	19,200
WOSN-FM	36		\$11.83	\$426.00	2.7	87,000
Flight B - 1 wk (08/15)						
One Week Total	24		\$13.25	\$318.00	2.6	57,000
	24		\$13.25	\$318.00	2.6	57,000
Th-F 6A-7P	12	30	\$9.00	\$108.00	2.3	38,400
Sa 6A-7P	6	30	\$20.00	\$120.00	1.5	8,400
Su 6A-7P	6	30	\$15.00	\$90.00	1.7	10,200

The cost of reaching each target person an average of 2.9 times is 1.9 cents.

The first demo listed is the Primary Demo.
 This report was created in TAPOSCAN using the following Radio information: FT. PIERCE-STUART-VERO BEACH; FA21; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.
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 8/16/2022 3:09 PM



Station	Daypart	Spots	Length	Unit Rate	Total Cost	Frequency	Gls
WOSN-FM (continued)							
Flight C - 1 wk (08/22)							
One Week Total		12		\$9.00	\$108.00	2.0	30,000
	M-Tu 6A-7P	12		\$9.00	\$108.00	2.0	30,000
		12	30	\$9.00	\$108.00	2.0	30,000
WPHR-FM							
Flight B - 1 wk (08/15)		36		\$9.17	\$330.00	2.7	69,000
One Week Total		24		\$10.25	\$246.00	2.7	46,200
	Th-F 6A-7P	24		\$10.25	\$246.00	2.7	46,200
	Sa 6A-7P	12	30	\$7.00	\$84.00	2.5	26,400
	Su 6A-7P	6	30	\$15.00	\$90.00	1.7	10,800
		6	30	\$12.00	\$72.00	1.8	9,000
Flight C - 1 wk (08/22)		12		\$7.00	\$84.00	2.3	22,800
One Week Total		12		\$7.00	\$84.00	2.3	22,800
	M-Tu 6A-7P	12	30	\$7.00	\$84.00	2.3	22,800
WGVL-FM							
Flight B - 1 wk (08/15)		36		\$13.67	\$492.00	2.4	43,200
One Week Total		24		\$13.00	\$312.00	2.5	31,200
	Th-F 6A-7P	24		\$13.00	\$312.00	2.5	31,200
	Sa 6A-7P	12	30	\$15.00	\$180.00	2.2	19,200
	Su 6A-7P	6	30	\$10.00	\$60.00	1.6	8,400
		6	30	\$12.00	\$72.00	1.3	3,600
Flight C - 1 wk (08/22)		12		\$15.00	\$180.00	2.0	12,000
One Week Total		12		\$15.00	\$180.00	2.0	12,000
	M-Tu 6A-7P	12	30	\$15.00	\$180.00	2.0	12,000

The cost of reaching each target person an average of 2.9 times is 1.9 cents.

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From: Karen Franke
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 8/16/2022 3:09 PM

Schedule Grand Totals: 2 Weeks

Stations	Spots	Unit Rate	Total Cost	Frequency	Gls
Radio Total	144	\$11.25	\$1,620.00	2.9	249,000
WJKD-FM	36	\$10.33	\$372.00	2.3	49,800
WOSN-FM	36	\$11.83	\$426.00	2.7	87,000
WPHR-FM	36	\$9.17	\$330.00	2.7	69,000
WGYL-FM	36	\$13.67	\$492.00	2.4	43,200

The cost of reaching each target person an average of 2.9 times is 1.9 cents.

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.

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Detailed Sourcing Summary

Radio Market: FT. PIERCE-STUART-VERO BEACH
Survey: Nielsen Radio Fall 2021
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	550,000	994

Stations: User Selected
Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf
The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<https://ebook.nielsen.com/secure/RR8/2021FAL/0517/pdfs/SpecialNotices.pdf>

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

Stephanie Morgan for Port St Lucie Campaign

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:

Stephanie Morgan

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

8/17/22
Date

Stephanie Morgan
Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]
Signature

Karen Frank
Printed Name

GM
Title