

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: <u>WPLR Milford, Connecticut</u>	Date: <u>11/3/2023</u>
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I, Joe Cardina
 being/on behalf of: Joe Cardina For Mayor
 a legally qualified candidate of the Democratic
 political party for the office of: Mayor of East Hill
 in the _____
 election to be held on: 11/7/23

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	R05	3		55	1

Attach proposed schedule with charges (if available):

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

Joe Conner For Mayor - East Haven CT

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:

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

- 11/3/23
Date

Joseph A. Conner
Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]
Signature

Joe Conner
Printed Name

Des
Title

Connoisseur Media
 440 Wheelers Farm Rd, Suite 302
 Milford, Connecticut 06461
 Phone: (203) 783-8200



JOE CARFA FOR MAYOR
 250 Main Street
 East Haven, Connecticut 06512

Advertiser: JOE CARFA FOR MAYOR
 Order #: 176093771408
 Date Entered: 11/03/2023
 Last Modified: 11/03/2023
 Product: WPLR JOE CARFARA FOR MAYOR
 110623
 Salesperson: WPLR HOUSE
 Billing Cycle: Broadcast Standard
 Estimate #:

Order Date Range: 11/04/2023 through 11/07/2023 (1 weeks)
 Media Outlets: WPLR-FM

On-Air Schedule

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	11/04/23-11/05/23	WPLR-FM	06:00AM-07:00PM	30	--	--	--	--	--	5	5	10	70.00	10	700.00
2	11/06/23-11/07/23	WPLR-FM	06:00AM-10:00AM	30	4	4	--	--	--	--	--	8	250.00	8	2,000.00
3	11/06/23-11/07/23	WPLR-FM	10:00AM-03:00PM	30	5	5	--	--	--	--	--	10	175.00	10	1,750.00
4	11/06/23-11/07/23	WPLR-FM	03:00PM-07:00PM	30	4	--	--	--	--	--	--	4	200.00	4	800.00
5	11/06/23-11/07/23	WPLR-FM	03:00PM-05:00PM	30	--	2	--	--	--	--	--	2	200.00	2	400.00
6	11/06/23-11/07/23	WPLR-FM	07:00PM-12:00AM	30	5	--	--	--	--	--	--	5	30.00	5	150.00
7	11/04/23-11/07/23	WPLR-FM	07:00AM-06:00PM	30	4	4	--	--	--	4	4	16	75.00	16	1,200.00

Station Totals

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Net Billing
WPLR-FM	55	0	0	0	\$7,000.00	\$7,000.00
Totals	55	0	0	0	\$7,000.00	\$7,000.00

Total Charges: \$7,000.00
Total Net: \$7,000.00

This station does not discriminate in the sale of advertising time, and will accept no advertising that is placed with an intent to discriminate on the basis of race 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, national origin, or ancestry.

Projected Billing By Broadcast Standard Month

Month	Year	Gross Billing	Net Billing
November	2023	\$7,000.00	\$7,000.00
Totals		\$7,000.00	\$7,000.00

Accepted for Connoisseur Media

Accepted for advertiser OR agency as agent for the advertiser

Name _____ Title _____

Name _____ Title _____

AE: House
 Advertiser: Joe Carfara for Mayor
 Address:
 Station: WPLR
 ORDER NAME: Carfara For Mayor
 Product:
 Flight Dates: Sat 11/4/23 Tues 11/7/23
 Number of weeks: 1
 Non Preemptable

Weekly SCHEDULE - 11/4-11/7		WPLR							Weekly SCHEDULE		
Day-part	Day	Day Part	Length	Sat	SUN	Mon	Tues	Number of Units	Non Preemptable Cost Per UNIT	Total Units	Total Cost
Various	Sat-Sun	6a-7p	:30	5	5			10	\$ 70	10	\$ 700
Chaz & AJ	M-T	6a-10a	:30			4	4	8	\$ 250	8	\$ 2,000
Phil	M-T	10a-3p	:30			5	5	10	\$ 175	10	\$ 1,750
Mike Lapilino	M-T	3p-7p	:30			4	4	4	\$ 200	4	\$ 800
Mike Lapilino	M-T	3p-5p	:30				2	2	\$ 200	2	\$ 400
John Kamal	M-T	7p-12p	:30			5	5	5	\$ 30	5	\$ 150
Various	Sat-Tues	7ap-6p	:10	4	4	4	4	16	\$ 75	16	\$ 1,200
				9	9	22	15	55		55	\$ 7,000

SUMMARY		Total Commercials	Cost
# of Weeks	1	55	\$ 7,000
TOTAL			\$ -
			\$ -
			\$ 7,000

Client Approval: _____
 Date Approved: ____/____/____
 All orders are pre-pay by Credit Card or Wire Transfer