

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Marla Linderman Richelew, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Marla Linderman Richelew

Authorized committee:

Committee to Elect Marla Linderman Richelew

Agency requesting time (and contact information):

N/A

Candidate's political party:

Non-Partisan

Office sought (no acronyms or abbreviations):

Washtenaw County 22nd Circuit Court

Date of election:

11/08/22

General

Primary

Treasurer of candidate's authorized committee:

Lydia Mitchell

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.**

**Candidate/Committee/Agency**

**Station Representative**

Signature:

*Marla Linderman Richelew*

Marla Linderman Richelew (Oct 24, 2022 13:15 EDT)

Signature:

*Matt Spaulding*

Name:

Marla Linderman Richelew

Name:

Matt Spaulding, Vice President/MM

Date of Request to Purchase Ad Time:

*11/4/2020*

Date of Station Agreement to Sell Time:

*11/4/22*

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?

Yes

No

Date ad received:

11/4/22

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy)

Federal candidate certification signed (above):

Yes

No

N/A

Disposition:

Accepted

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*

Rejected - provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

1005785

Station Call Letters:

WQKL-FM

Date Received/Requested:

11/4/22

Est. #:

Station Location:

Ann Arbor, MI

Run Start and End Dates:

11/4/22 - 11/8/22

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

Rev-Streamlined-Linderman Richelew-XL



From: Cumulus Ann Arbor  
 Phone: (734) 302-8130  
 Email: Matt.Spaulding@cumulus.com  
 11/4/2022 4:30 PM

Flight Dates: 10/29/2022 - 11/08/2022  
 Demo: P 18+

Radio Market: ANN ARBOR, MI  
 Survey: SP22 / FA21 / SP21 / FA20  
 Geography: Metro

	Daypart	Daypart Code	Daypart Title	Length	Spots	Unit Rate	Total Cost	Notes
<b>Radio Total</b>					138	\$28.89	\$3,985.00	
<b>WQKL-FM</b>					45	\$28.33	\$1,185.00	
Election Week					24	\$27.50	\$660.00	
11/7/22					24	\$27.50	\$660.00	
	M 6A-6P			30	12	\$27.50	\$330.00	
	Tu 6A-6P			30	12	\$27.50	\$330.00	
Election Enhancement					20	\$20.00	\$400.00	
10/31/22					20	\$20.00	\$400.00	
	Sa-Su 7A-7P			30	20	\$20.00	\$400.00	
Digital/Mobile Stream					1	\$125.00	\$125.00	
10/31/22					1	\$125.00	\$125.00	
	M-Su 6A-12M		ROS Weekly	5	1	\$125.00	\$125.00	50x Streaming
<b>WTKA-AM</b>					45	\$23.67	\$1,065.00	
Election Week					24	\$22.50	\$540.00	
11/7/22					24	\$22.50	\$540.00	
	M 6A-6P			30	12	\$22.50	\$270.00	
	Tu 6A-6P			30	12	\$22.50	\$270.00	
Election Enhancement					20	\$20.00	\$400.00	
10/31/22					20	\$20.00	\$400.00	
	Sa-Su 7A-7P			30	20	\$20.00	\$400.00	
Digital/Mobile Stream					1	\$125.00	\$125.00	
10/31/22					1	\$125.00	\$125.00	
	M-Su 6A-12M		ROS Weekly	5	1	\$125.00	\$125.00	50x Streaming
<b>WWW-FM</b>					45	\$27.67	\$1,245.00	
Election Week					24	\$30.00	\$720.00	

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: ANN ARBOR, MI; SP22 / FA21 / SP21 / FA20; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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Rev-Streamlined-Linderman Richelew-XL



From: Cumulus Ann Arbor  
 Phone: (734) 302-8130  
 Email: Matt.Spaulding@cumulus.com  
 11/4/2022 3:17 PM

	Daypart	Daypart Code	Daypart Title	Length	Spots	Unit Rate	Total Cost	Notes
<b>WWWW-FM (continued)</b>								
11/7/22					24	\$30.00	\$720.00	
	M 6A-6P			30	12	\$30.00	\$360.00	
	Tu 6A-6P			30	12	\$30.00	\$360.00	
Election Enhancement					20	\$20.00	\$400.00	
10/31/22					20	\$20.00	\$400.00	
	Sa-Su 7A-7P			30	20	\$20.00	\$400.00	
Digital/Mobile Stream					1	\$125.00	\$125.00	
10/31/22					1	\$125.00	\$125.00	
	M-Su 6A-12M	ROS	Weekly	5	1	\$125.00	\$125.00	50x Streaming

The first demo listed is the Primary Demo.  
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# ORDER

**Orders**  
**Order / Rev:** 1005785  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** Linderman-Richlew-Circuit Court22  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 11/05/22 - 11/08/22  
**Original Date / Rev:** 11/04/22 / 11/04/22  
**Order Type:** GENERAL

**WQKL-FM**  
**Primary AE:** Matt Spaulding  
**Sales Office:** L-ANN  
**Sales Region:** Local

**Agency**  
**Name:** Linderman-Richelew//Judge  
**Buying Contact:** Marla Linderman-Richelew  
**Billing Contact:** \_\_\_\_\_  
PO Box 2840  
Ann Arbor, MI 48106

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

**Advertiser**  
**Name:** Linderman-Richelew//Judge  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** DIR  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-LR  
**Priority:** P-100

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_  
**Unit Code:** General  
**Order Separation:** 00:50:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/22	11/08/22	44	\$1,060.00	\$1,060.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2022	44	\$1,060.00	\$1,060.00	0.00
<b>Totals</b>	<b>44</b>	<b>\$1,060.00</b>	<b>\$1,060.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matt Spaulding	L-ANN	Local	Start Of Order - End Of Order	100%
Matt Spaulding			Start Of Order - End Of Order	0%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WQKL	11/05/22	11/06/22	Sa-Su Prime Sa-Su	CM	7:00 AM-7:00 PM (7:00 AM-7:00 PM)	-----++	:30	20	\$20.00	P-50	0.00	NM	20	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/22	11/06/22	-----++					20	\$20.00		0.00			
N 2	WQKL	11/07/22	11/08/22	M-F Prime M-F	CM	6:00 AM-6:00 PM (6:00 AM-6:00 PM)	++-----	:30	24	\$27.50	P-50	0.00	NM	24	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/22	11/13/22	++-----					24	\$27.50		0.00			
													<b>Totals</b>	<b>44</b>	<b>\$1,060.00</b>

# Order #1005785: Linderman-../Linderman-../Linderman-../

Date	Action	Time Comment	By	Total S	#Spots	Expected GRP
11/04/22 1:30:20 PM	CIA Spot status	<updated to Cleared> 1-8, 1-6, 1-9, 2-4	Diane Peters (dpeters@)		44	\$1,060.00
11/04/22 1:30:20 PM	CIA Spot status	<updated to Cleared> 2-15, 2-11, 2-19, 2-17, 2-23, 2-18, 2-20, 2-21, 2-14, 2-24, 2-22, 2-13, 2-10, 2-16, 2-12, 2-6, 1-16, 2-1, 1-13, 2-5, 1-17, 2-8, 2-9, 2-3, 1-14, 1-10, 1-1, 2-2, 1-12, 1-20, 1-2, 1-7, 1-5, 1-11, 2-7, 1-3, 1-15, 1-19, 1-4, 1-18	Diane Peters (dpeters@)		44	\$1,060.00
11/04/22 1:27:19 PM	Processed	<async process>	Michelle Tuttle (mtuttle@)		44	\$1,060.00
11/04/22 1:26:29 PM	Approved		Diane Peters (dpeters@)		44	\$1,060.00
11/04/22 1:26:26 PM	Approval Workflow	[Centralized AR - Business Office Approval Needed Default]	Diane Peters (dpeters@)		44	\$1,060.00
11/04/22 1:22:56 PM	Approval Workflow	[Sales Manager - Ready Default]	Matt Spaulding (mspaul)		44	\$1,060.00
11/04/22 1:22:52 PM	Ready for approval	Order, NAB, and payment in house. Attaching on process-MM	Matt Spaulding (mspaul)		44	\$1,060.00
11/04/22 1:21:43 PM	New order created	Copied from Order #1005775	Matt Spaulding (mspaul)		44	\$1,120.00

[Sorted by: Date]