

<b>STATION:</b>	WKLJ-AM	<b>ORDER#:</b>	3178524	<b>DATE:</b>	10/12/2020
<b>MARKET:</b>	La Crosse, WI	<b>AMOUNT:</b>	\$340.00	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps GMP	<b>SPOTS:</b>	45		Invoices@MediaFinancial.com
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	PHILADELPHIA	<b>SLS PH:</b>	412 421 2600		
<b>SALESPERSON:</b>	Roger Rafson	<b>SLS FAX:</b>	412 421 6001		
<b>SLS EMAIL:</b>	Roger.Rafson@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING</b>	<b>4390982</b>
<b>ADVERTISER:</b>	Piotrowski for State Senate	<b>AGY PRD:</b>		<b>INVOICE:</b>	MEDIA FINANCIAL SERVICES
<b>PRODUCT:</b>	10/13-10/19 WI SS-24	<b>AGY EST:</b>			Invoices@MediaFinancial.com
<b>FLIGHT:</b>	10-13-2020 TO 10/19/2020	<b>[X]Unwired [ ]Spot [ ]Mod</b>			
<b>TOT # OF WEEKS:</b>	1				
<b>PRIM. DEMO:</b>	Adults 35+	<b>[X]Cash [ ]Trade</b>			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b>	10/12/2020 14:48

### COMMENTS

[Rep Comment] 10/12/2020: This is a new order. Please confirm receipt of order in Radio Exchange (if you are set up) or by email at joyce.vordenbaum@genmediapartners.com (WITH CALL LETTERS IN SUBJECT LINE) within 24 hours. Thank you.  
**\*\*PLEASE NOTE THAT MFS SHOULD RECEIVE PAYMENT FROM THE AGENCY ON THIS BUY VIA OVERNIGHT MAIL PRIOR TO START DATE. MFS WILL THEN EMAIL YOU PROOF OF PAYMENT INFORMATION AS SOON AS POSSIBLE.\*\***

**THIS IS AN UNWIRED NETWORK ORDER. SEND INVOICES ELECTRONICALLY OR TO INVOICES@MEDIA FINANCIAL.COM BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; SpotData: IDB#1828; EMEDIATRADE:EMT10263.**

**ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.**

**\*\*CONTINUE WITH CURRENT SPOT/TRAFFIC/NAB TFN.\*\***

**WEEK#1                      10/13/2020 To 10/19/2020                      WK TOT \$340.00                      WK TOTAL SPOTS 45**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		TuWThF.. /M	6:00AM	10:00AM	60	10/13/2020	10/19/2020	10	\$8	\$80
	2		TuWThF.. /M	10:00AM	3:00PM	60	10/13/2020	10/19/2020	15	\$8	\$120
	3		TuWThF.. /M	3:00PM	7:00PM	60	10/13/2020	10/19/2020	10	\$8	\$80
	4		.....SS	6:00AM	7:00PM	60	10/17/2020	10/18/2020	10	\$6	\$60

<b>TOTAL</b>	Oct												<b>Total</b>
<b>SPOT</b>	45												45
<b>CASH</b>	340.00												340.00
<b>TOTAL</b>	340.00												340.00



Sparta Tomah Broadcasting  
WFOBZ, WKLJ  
113 W. Oak St.  
Sparta WI 54656

MEDIA FINANCIAL SERVICES

Multi-Station Order Confirmation  
OrderID: 2307-004

Sponsor: Piotrowski for State Senate  
Product: Piotrowski for State Senate  
Estimate/PO: 10/13-10/19 WI SS-24 Ver 1  
AccountRep: Reg Reps Network  
BillingCycle: Broadcast Month  
InvoiceType: Detail  
Run Dates: 10/13/2020 - 10/19/2020  
Items Ordered: 90  
Ordered Amount: \$340.00  
Agency Commission: -\$51.00  
Net Amount: \$289.00

Scheduled Station(s): WKLJ / WFBZ  
Piotrowski for State Senate

Printed 10/13/2020 9:30:04 AM

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Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Description	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 10/13/2020 - 10/19/2020	All Weeks	06:00 AM - 10:00 AM	3		3	2	2			10	:60	Spot		S2307-002	10	8.00	80.00
02 10/13/2020 - 10/19/2020	All Weeks	10:00 AM - 03:00 PM	4		4	4	3			15	:60	Spot		S2307-002	15	8.00	120.00
03 10/13/2020 - 10/19/2020	All Weeks	03:00 PM - 07:00 PM	3		3	2	2			10	:60	Spot		S2307-002	10	8.00	80.00
04 10/17/2020 - 10/19/2020	All Weeks	06:00 AM - 07:00 PM						5	5	10	:60	Spot		S2307-002	10	6.00	60.00

Broadcast Month Projected Billing:

Oct-20	340.00	Nov-20	0.00	Dec-20	0.00	Q4-2020	340.00
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Confirmed Correct; Payment Guaranteed

Accepted for Multi-Station

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Left Hook Strategy, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Paul Piotrowki

Authorized committee:

Piotrowski for State Senate

Agency requesting time (and contact information):

☐

N/A Left Hook Strategy

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

Wisconsin State Senate District 24

Date of election:

11/3/2020

☒

General

☐

Primary

Treasurer of candidate's authorized committee:

Laura Jungwirth, 510 West Street, Stevens Point, WI 54481

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

Signature:

Sally Rodgers

Digitally signed by Sally Rodgers  
Date: 2020.09.09 11:12:47 -04'00'

Name: Sally Rodgers

Date of Request to Purchase Ad Time: 9/9/2020

#### Station Representative

Signature:

*Suzanne Hoffman*

Name: Suzanne Hoffman

Date of Station Agreement to Sell Time: 9/18/2020 +

10/12/2020

**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: Sally Rodgers, Left Hook Strategy

Date: 6/17/2020

**TO BE COMPLETED BY STATION ONLY**Ad submitted to Station? ☒ Yes ☐ No Date ad received: 9/18/2020 + 10/12/2020**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 #:

Station Call Letters:

WKLJ

Date Received/Requested:

9/18/2020

Est. #:

Station Location:

Sparta, WI

Run Start and End Dates:

09/22/2020 - 09/28/2020

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.

Run Start and End Dates:

10/13/2020 - 10/19/2020