

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Screen Strategies Media, 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:**

Agency name: **Screen Strategies Media**

Address: **11150 Fairfax Blvd, Suite 505, Fairfax, VA 22030**

Contact: **Rachael Jones**

Phone number: **703-272-7300**

Email:

**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: **Business Forward**

Address: **1155 Connecticut Ave NW S, Washington, DC 20036**

Contact: **Elizabeth Fairchild**

Phone number: **202-861-1270**

Email:

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.):**

Elizabeth Fairchild - Director

Elizabeth Fairchild - Treasurer

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:

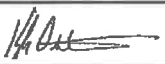
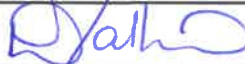
Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

**Climate**

**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: Kyle Osterhout	Name: <u>9/28/21</u>
Date of Request to Purchase Ad Time: 9/27/2021	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No      Date ad received: 9-27-21

**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 #: <u>583327</u>	Station Call Letters: <u>WFLS-FM</u>	Date Received/Requested: <u>9-27-21</u>
Est. #: <u>7361</u>	Station Location: <u>Fredricksburg, VA</u>	Run Start and End Dates: <u>9/28 - 10/4/21</u>

**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.

# ORDER



**Orders**  
**Order / Rev:** 583327  
**Alt Order #:**  
**Product Desc:** BF / VA07 / 7361  
**Estimate:**  
**Flight Dates:** 09/28/21 - 10/04/21  
**Original Date / Rev:** 09/28/21 / 09/28/21  
**Order Type:** TRANSACTIONAL

**WFLS-FM**  
**Primary AE:** Katz Philadelphia  
**Sales Office:** N-KAT  
**Sales Region:** National

**Agency Name:** Screen Strategies Media  
**Buying Contact:** Rachael Jones  
**Billing Contact:**  
 11150 Fairfax Blvd  
 Fairfax, VA 22030

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

**Advertiser Name:** Business Forward  
**Demographic:** HH  
**Product Codes:** IAB11-7  
**Revenue Code 1:** Agency Business  
**Revenue Code 2:** Spot  
**Revenue Code 3:** General Revenue  
**Priority:** P-03

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:28:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/27/21	10/04/21	19	\$526.00	\$447.10

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	19	\$526.00	\$447.10	0.00
<b>Totals</b>	<b>19</b>	<b>\$526.00</b>	<b>\$447.10</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			Start Of Order - End Of Order	100%
House Fredericksburg			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	WFLS	09/28/21	10/04/21	Mo-Fr AM Mo-Fr 6a-10a	CM	6a-10a	11112--	:30	6	\$29.00	P-03	0.00	NM	7	\$203.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/21	10/03/21	-2112--		6				\$29.00		0.00			
		Week: 10/04/21	10/10/21	1-----		1				\$29.00		0.00			
N 2	WFLS	09/28/21	10/04/21	Mo-Fr Midday Mo-Fr 10a-3p	CM	10a-3p	1111---	:30	4	\$29.00	P-03	0.00	NM	5	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/21	10/03/21	-211---		4				\$29.00		0.00			
		Week: 10/04/21	10/10/21	1-----		1				\$29.00		0.00			
N 3	WFLS	09/28/21	10/04/21	Mo-Fr PM Mo-Fr 3p-7p	CM	3p-7p	11111--	:30	5	\$29.00	P-03	0.00	NM	6	\$174.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/21	10/03/21	-2111--		5				\$29.00		0.00			
		Week: 10/04/21	10/10/21	1-----		1				\$29.00		0.00			
N 4	WFLS	09/28/21	10/04/21	Sa-Su AM Sa-Su 6a-10a	CM	6a-10a	-----S-	:30	1	\$4.00	P-03	0.00	NM	1	\$4.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/21	10/03/21	-----S-		1				\$4.00		0.00			
		Week: 10/04/21	10/10/21	-----		0				\$0.00		0.00			
													<b>Totals</b>	<b>19</b>	<b>\$526.00</b>

**Sep 27, 21**  
 CONT# 35373836 Mod# Ver# 1 (Last = )  
 REP KATZ RADIO  
 TO WFLS-FM (Fredericksburg, VA)  
 FM PATRICK MCGEE  
 OFF PHILADELPHIA  
 AGY SCREEN STRATEGIES MEDIA  
 ADDR 11150 FAIRFAX BLVD SUITE 505  
 FAIRFAX, VA 22030

DDS CONT# 0  
 C/P/E: BF / VA07 / 7361  
  
 SALESPERSON FAX#  
  
 PH #

BYR JAMES WELLS  
 ADV BUSINESS FORWARD  
 PDT Business Forward VA-07  
 FLT Sep 27, 21 - Oct 04, 21

\* REP ORDER COMMENT \*

\*\* 9/27/2021 9:17:00 AM: PLEASE MG SPOTS IN FLIGHT.

\*\* 9/27/2021 9:17:00 AM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM WITH MICHAEL.MERGET@KATZRADIOGROUP.COM OR CALL 215-557-4208. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	M.....	6A - 10A	30	09/27/2021 - 09/27/2021	1D	1	\$29.00	1
	1.2	M.....	10A - 3P	30	09/27/2021 - 09/27/2021	1D	1	\$29.00	1
	1.3	M.....	3P - 7P	30	09/27/2021 - 09/27/2021	1D	1	\$29.00	1
					** FLIGHT TOTALS **		3	\$87.00	
		<b>FLIGHT 2</b>							
	2.1	.T.....	6A - 10A	30	09/28/2021 - 09/28/2021	1D	1	\$29.00	1
	2.2	.T.....	10A - 3P	30	09/28/2021 - 09/28/2021	1D	1	\$29.00	1
	2.3	.T.....	3P - 7P	30	09/28/2021 - 09/28/2021	1D	1	\$29.00	1
					** FLIGHT TOTALS **		3	\$87.00	
		<b>FLIGHT 3</b>							
	3.1	..W....	6A - 10A	30	09/29/2021 - 09/29/2021	1D	1	\$29.00	1
	3.2	..W....	10A - 3P	30	09/29/2021 - 09/29/2021	1D	1	\$29.00	1
	3.3	..W....	3P - 7P	30	09/29/2021 - 09/29/2021	1D	1	\$29.00	1
					** FLIGHT TOTALS **		3	\$87.00	
		<b>FLIGHT 4</b>							
	4.1	...T...	6A - 10A	30	09/30/2021 - 09/30/2021	1D	1	\$29.00	1
	4.2	...T...	10A - 3P	30	09/30/2021 - 09/30/2021	1D	1	\$29.00	1
	4.3	...T...	3P - 7P	30	09/30/2021 - 09/30/2021	1D	1	\$29.00	1
					** FLIGHT TOTALS **		3	\$87.00	

**Sep 27, 21**  
 CONT# 35373836 Mod# Ver# 1 (Last = )  
 REP KATZ RADIO

DDS CONT# 0  
 C/P/E: BF / VA07 / 7361

<b>FLIGHT 5</b>									
5.1	....F..	6A - 10A	30	10/01/2021 - 10/01/2021	1D	2	\$29.00	2	
5.2	....F..	3P - 7P	30	10/01/2021 - 10/01/2021	1D	1	\$29.00	1	
** FLIGHT TOTALS **						3	\$87.00		
<b>FLIGHT 6</b>									
6.1	.....S.	6A - 10A	30	10/02/2021 - 10/02/2021	1D	1	\$4.00	1	
** FLIGHT TOTALS **						1	\$4.00		
<b>FLIGHT 7</b>									
7.1	M.....	6A - 10A	30	10/04/2021 - 10/04/2021	1D	1	\$29.00	1	
7.2	M.....	10A - 3P	30	10/04/2021 - 10/04/2021	1D	1	\$29.00	1	
7.3	M.....	3P - 7P	30	10/04/2021 - 10/04/2021	1D	1	\$29.00	1	
** FLIGHT TOTALS **						3	\$87.00		

	<b>Oct 21</b>					
SPOTS	19					
CASH	526.00					
TRADE	0.00					
NSL	0.00					
TOTAL	526.00					

						<b>TOTAL</b>
SPOTS						19
CASH						526.00
TRADE						0.00
NSL						0.00
TOTAL						526.00

**\*\* Competitive Comments \*\***

SVC:  
 Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.