

CONTRACT



KEZJ-FM
 415 Park Avenue
 Twin Falls, ID 83301
 WOpayments3@townsquaremedia.com
 (208) 733-7512

<u>Contract / Revision</u> 3271081 /		<u>Alt Order #</u>
<u>Advertiser</u> Ybarra-Superintendent of Public Instruction		<u>Original Date / Revision</u> 04/08/22 / 04/08/22
<u>Contract Dates</u> 04/19/22 - 05/15/22	<u>Estimate #</u>	
<u>Product</u> Ybarra-Superintendent of Public Instruction		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KEZJ-FM	<u>Account Executive</u> Michael Sutton	<u>Sales Office</u> Local Twin Falls
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Peppershock Advertising
 1215 3rd Street South
 Nampa, ID 83651

KEZJ-FM - 3271081A													
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KEZJ	04/19/22	05/15/22	M-F AM Drive	6a-10a		1:00				NM	16	\$336.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	-TWTF--				4	\$21.00	0.00			
	Week:	04/25/22	05/01/22	MTWTF--				4	\$21.00	0.00			
	Week:	05/02/22	05/08/22	MTWTF--				4	\$21.00	0.00			
	Week:	05/09/22	05/15/22	MTWTF--				4	\$21.00	0.00			
D 2	KEZJ	04/18/22	05/15/22	M-F AM Drive	6a-10a		1:00				NM	0	\$0.00
N 3	KEZJ	04/18/22	05/15/22	M-F PM Drive	3p-7p		:30				NM	16	\$272.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	MTWTF--				4	\$17.00	0.00			
	Week:	04/25/22	05/01/22	MTWTF--				4	\$17.00	0.00			
	Week:	05/02/22	05/08/22	MTWTF--				4	\$17.00	0.00			
	Week:	05/09/22	05/15/22	MTWTF--				4	\$17.00	0.00			
Totals											0.00	32	\$608.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 -04/24/22	8	\$152.00	(\$22.80)	\$129.20
04/25/22 -05/13/22	24	\$456.00	(\$68.40)	\$387.60
Totals	32	\$608.00	(\$91.20)	\$516.80

KLIX-AM - 3271081B													
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KLIXA	04/19/22	05/15/22	M-F AM Drive	6a-10a		1:00				NM	16	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	-TWTF--				4	\$15.00	0.00			
	Week:	04/25/22	05/01/22	MTWTF--				4	\$15.00	0.00			
	Week:	05/02/22	05/08/22	MTWTF--				4	\$15.00	0.00			
	Week:	05/09/22	05/15/22	MTWTF--				4	\$15.00	0.00			
N 2	KLIXA	04/18/22	05/15/22	M-F PM Drive	3p-7p		:30				NM	12	\$192.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	MTWTF--				3	\$16.00	0.00			
	Week:	04/25/22	05/01/22	MTWTF--				3	\$16.00	0.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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<u>Advertiser</u> Ybarra-Superintendent of Public Instruction	<u>Original Date / Revision</u> 04/08/22 / 04/08/22
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<u>Contract Dates</u> 04/19/22 - 05/15/22	<u>Product</u> Ybarra-Superintendent o	<u>Estimate #</u>
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KLIX-AM - 3271081B

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	MTWTF--				3	\$16.00	0.00			
Week:		05/09/22	05/15/22	MTWTF--				3	\$16.00	0.00			
Totals											0.00	28	\$432.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 -04/24/22	7	\$108.00	(\$16.20)	\$91.80
04/25/22 -05/13/22	21	\$324.00	(\$48.60)	\$275.40
Totals	28	\$432.00	(\$64.80)	\$367.20

KEZJ-FM - 3271081C

*Line	Start Date	End Date	Description	Imp./Plays Booked	Rate	Rate Type	Amount
N 1	04/19/22	05/15/22	:30 Audio Spot (CPP)	32	\$5.00	CPP	\$160.00
Totals				32			\$160.00

KLIX-AM - 3271081C

*Line	Start Date	End Date	Description	Imp./Plays Booked	Rate	Rate Type	Amount
N 2	04/19/22	05/15/22	:30 Audio Spot (CPP)	32	\$3.00	CPP	\$96.00
Totals				32			\$96.00

Time Period	Gross Amount	Agency Comm.	Net Amount
03/28/22 -04/24/22	\$30.00	(\$4.50)	\$25.50
03/28/22 -04/24/22	\$18.00	(\$2.70)	\$15.30
04/25/22 -05/15/22	\$78.00	(\$11.70)	\$66.30
04/25/22 -05/15/22	\$130.00	(\$19.50)	\$110.50
Totals	\$256.00	(\$38.40)	\$217.60

Contract Totals 0.064 114 \$1,296.00

Signature: _____ **Date:** _____

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YBARRA for State Superintendent of Public Instruction

Broadcast or Stream	Dates	Times	Spot Length	Weekly Distribution							Spots/Week	Rate	Totals			Specifics for this campaign
				MON	TUE	WED	THU	FRI	SAT	SUN			Weeks	Spots	Total \$	
KEZJ	4/15-5/17	6a	:60	X	X	X	X	X			4	\$21.00	4	16	\$ 336.00	Political
KEZJ	4/15-5/17	3p	:30	X	X	X	X	X			4	\$17.00	4	16	\$ 272.00	Political
KEZJ	4/15-5/17	5a	:30	X	X	X	X	X			8	\$5.00	4	32	\$ 160.00	Streaming
Totals:											64	\$ 768.00				

Broadcast or Stream	Dates	Times	Spot Length	Weekly Distribution							Spots/Week	Rate	Totals			Specifics for this campaign
				MON	TUE	WED	THU	FRI	SAT	SUN			Weeks	Spots	Total \$	
KEZJ	4/15-5/17	6a	:60	X	X	X	X	X			4	\$15.00	4	16	\$ 240.00	Political
KEZJ	4/15-5/17	3p	:30	X	X	X	X	X			3	\$16.00	4	12	\$ 192.00	Political
KEZJ	4/15-5/17	5a	:30	X	X	X	X	X			8	\$3.00	4	32	\$ 96.00	Streaming
Totals:											60	\$ 528.00				

Signature: 
 DocuSigned by: E3A3CE176c5E460...
 Peppershock Media

Total \$1296.00



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Drew Allen, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Sherri Ybarra

Authorized committee:

Ybarra for Idaho

Agency requesting time (and contact information):

N/A Peppershock Media - Drew Allen - 208-461-5070 - drew@peppershock.com

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Idaho State Superintendent of Public Instruction

Date of election:

May 17, 2022

General

Primary

Treasurer of candidate's authorized committee:

Steve Bergherm

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.

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:



Signature:

Name: Drew Allen

Name:

Date of Request to Purchase Ad Time: April 5, 2022

Date of Station Agreement to Sell Time:

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 ONLYAd submitted to Station? Yes No

Date ad received: _____

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 (optional): _____

*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:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

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.