# ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

, <u></u>	$\_$ , hereby request station time as fo	ollows: See <b>Order</b> 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 QUE	ESTIONS/BLOCKS MUST BE CON	MPLETED							
Station time requested by:									
Agency name: Bully Pulpit Interactive									
Address: 1445 New York Ave NW 5th Floo	r Washington, DC 20005								
Contact: Lori Friedman	Phone number: 202-331-0052	Email: lfriedman@bpimedia.com							
Name of advertiser/sponsor (list entity/ committees] with no acronyms; name n	's full legal name as disclosed to the Fede nust match the sponsorship ID in ad):	eral Election Commission (for federal							
Name: Meta/Instagram									
Address: 1 Hacker Way Menio Park, CA 94	4025								
Contact:	Phone number: 650-853-1300	Email:							
Station is authorized to announce the t	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.):  Board - Mark Zuckerburg (Chairman and Chief Executive Officer) Sheryl Sandberg (director) Peter Andreas Thiel (Board Director)  Executives - Mark Zuckerburg (CFO), Javier Olivian (COO), Susan Li (CFO), Adam Mosseri (Head of Instagram), Kevin Systrom (Co Founder, Mike Krieger (Co-Founder), Jennifer Newslead (Chief Legal Officer), Alex Schultz (Chief Marketing Officer), Erin Egan (Chief Privacy officer), Maxine Williams (Chief Diversity officer)									
executive committee and board of direct	resents that those listed above are the only fors or other governing group(s).	, executive officers, members of the							
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) (n	no acronyms or abbreviations):								
Date of election:									
Clearly identify <b>EVERY</b> political matter ad (no acronyms); use separate page if	of national importance referred to in the necessary:	N/A							

## **ORDER**

**Orders** Order / Rev: 2847028 Alt Order #: WOC14466914 Product Desc: YWB **WUPL** Estimate: 2 Primary AE: Flight Dates: 01/22/24 - 02/04/24 Heath Bogart **TSDET** Original Date / Rev: 01/12/24 / 01/19/24 Sales Office: Order Type: Sales Region: NAT General **BullyPulpit Interactive/ POL** Agency Name: **Buying Contact:** Cash Billing Type: Billing Contact: Billing Calendar: Broadcast EOM/EOC 1445 New York Ave. NW Floor5 Billing Cycle: Washington, DC 20005 Agency Commission: 15% Advertiser Name: ISS/ Meta Platforms, Inc dba Facebool Demographic: A25-54 New Business End: Product Codes: IS-Issue/Non Ballot Advertiser External ID: M224642 Revenue Code 1 **AGY** Agency External ID: 73539AG Revenue Code 2: (POL) Political Unit Code: General Revenue Code 3: (POL) Issue Order Separation: 00:15:00

### Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/01/24	01/28/24	9	\$450.00	\$382.50
01/29/24	02/02/24	9	\$450.00	\$382.50

P04

### **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
January 2024	9	\$450.00	\$382.50	0.00
February 2024	9	\$450.00	\$382.50	0.00
Totals	18	\$900.00	\$765.00	0.00

#### **Account Executives**

Priority:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Heath Bogart	TSDET	NAT	Start Of Order - End Of Order	100%

Order Share	Share	Total
WUPL	2%	\$900.00
Market	100%	\$45,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
LWWL	0%	\$0.00
UNKWN	58%	\$26,100.00
WDSU	0%	\$0.00
WGNO	0%	\$0.00
WHNO	0%	\$0.00
WLAE	0%	\$0.00
WNOL	0%	\$0.00
WPXL	0%	\$0.00
WVUE	0%	\$0.00
WWL	40%	\$18,000.00
WYES	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N 1	WUPL	01/22/24	02/02/24	7-9a M-F ROS	CM	7:00 AM-8:00 AM	MTWTF	:30	3	\$60.00P05	0.00 NM	6	\$360.00
				7:00 AM-8:00 AM		(7:00 AM-8:00 AM	)						

Print Date: 01/19/24 16:37:13

WUPL

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Order / Rev:

2847028

Advertiser:

Alt Order #:

WOC14466914

Product Desc:

ISS/ Meta Platforms, Inc dba Facebook

Flight Dates:

01/22/24 - 02/04/24

Estimate:

2

YWB

	NEW ORLE	Inventory Code ANS - ESTIMATE S ON WUPL ADJU	IS BASED ON	THE ACTU		CE OF EY	EWT N		·	Spots	Amount
Start Date Week: 01/22/24	End Date 01/28/24	<u>Weekdays</u> MTWTF~-	Spots/Week	<u>Rate</u> \$60.00	Rating 0.00						
Week: 01/29/24	02/04/24	MTWTF	3	\$60.00	0.00						
N 2 WUPL 01/22/	24 02/02/24	7-9a M-F ROS	CM	8:00 AM-9:	00 AM MTWTF	:30	3	\$60.00P05	0.00 NM	6	\$360.00
		8:00 AM-9:00 AI NS - ESTIMATE - JUDA AUPL ADJU	IS BASED ON		AL PEŔFORMAN				o-Fr		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 01/22/24	01/28/24	MTWTF	3	\$60.00	0.00						
Week: 01/29/24	02/04/24	MTWTF	3	\$60.00	0.00						
N 3 WUPL 01/22/	24 02/02/24	_		6:30 PM-7:	00 PM MTWTF	:30	3	\$30.00P05	0.00 NM	6	\$180.00
		Local News @ 6 NS - ESTIMATE - ON WUPL ADJU	IS BASED ON						-Fr		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 01/22/24	01/28/24	MTWTF	3	\$30.00	0.00						
Week: 01/29/24	02/04/24	MTWTF	3	\$30.00	0.00						
									Totals	18	\$900.00