

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Lambert & Co., 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: Kristin Combs		
Agency name: Lambert & Co.		
Address: 106 W. Allegan, Ste. 200, Lansing, MI 48933		
Contact: Kristin Combs	Phone number: 517-267-9012	Email: kcombs@lambert.com
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: Michigan, My Michigan		
Address: 106 W. Allegan, Ste. 200, Lansing, MI 48933		
Contact: Kristin Combs	Phone number: 517-267-9017	Email: kcombs@lambert.com
Station is authorized to announce the time as paid for by such person or entity.		
List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):		
Phil Hoffman, Heather Lombardini, Ellen Kletzka		
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:		<input checked="" type="checkbox"/> 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:		<input checked="" type="checkbox"/> N/A

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: Kristin Combs <small>Digitally signed by Kristin Combs Date: 2020.06.09 12:10:42 -04'00'</small>	Signature: 
Name: Kristin Combs	Name: <u>TIM ELLIS</u>
Date of Request to Purchase Ad Time: 10/29/2020	Date of Station Agreement to Sell Time: <u>10/29/20</u>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: _____

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

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

Date and nature of follow-ups, if any:

Contract #:	Station Call Letters: <u>WUPW</u>	Date Received/Requested: <u>10/29/20</u>
Est. #:	Station Location: <u>PARADISE, MI</u>	Run Start and End Dates: <u>10/30/20 - 11/3/20</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.

ClientName	Station	Days	Time	Program	Length	Rate	10/30/20	11/3/20	Total Spots	Gross Spend	Net Spend	Station Amount	RAMIFM Amount
Michigan My M	WUPN-FM	MTWRFSSASU	0600A-0700P	Classic Hits	30	11.76	36	21	57	\$670.32	\$569.77	\$335.16	\$234.61
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Subject: TSE BROADCASTING MY MICHIGAN ORDER (PLEASE ADVISE)

From: Amelia Pasqualone <amelia@ruralamfm.com>

Date: Thu, Oct 29, 2020 2:00 pm

To: tim@radioeagle.com

Attach: WUPN-TSE Broadcasting-My Michigan 10.30-11.3.pdf

Michigan My Michigan NAB.pdf

Michigan My Michigan Spot .mp3

Hello,

Please see attached RuralAMFM order on WUPN-FM. Additionally, please see the Traffic Instructions to run the attached :30 ad **starting 10.30 (tomorrow) through 11.3 with a 3pm cutoff.**

- Run dates: 10.30-11.3 (3pm cutoff)
- Schedule and the spot is attached
- NAB attached

Traffic Instructions:

October 30-November 3 (3pm cutoff) - Michigan-My-Michigan-30: 100% Rotation

Could you please provide confirmation when you receive this and accept?

You will be receiving a check via the mail. We will take a scan and send it to you so you have payment confirmation on your end.

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Amelia Pasqualone
Rural AMFM
Account Manager
(248) 760-7004

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