



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



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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.

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit nab.org/MemberTools.

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Matt Brown , 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: Yakima County Republican Central Committee

Agency name: N/A

Address: PO Box 1583

Contact: Matt Brown

Phone number: 509-834-8751

Email: Matt@media4sight.net

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: Yakima County Republican Central Committee

Address: 2008 Washington Ave

Contact: Matt Brown

Phone number: 5098348751

Email: mattbrown.chair@gmail.com

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):

Matt Brown, Autumn Torres, Lisa Herke, Phil Ostriem, Dana Johnson, Tom Dittmar, Jacob Castillo, Mark Shervey, Bonnie Berg

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

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: <small>DocuSigned by:</small> <i>Matt Brown</i> <small>C448FFE71D5F452</small>	Signature:
Name: Matt Brown	Name:
Date of Request to Purchase Ad Time: 9/29/2023	Date of Station Agreement to Sell Time:

TO BE COMPLETED BY STATION ONLY

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

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 #:	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

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.

CONTRACT



Townsquare Media Yakima
4010 Summitview Ave
Yakima, WA 98908
WOpayments3@townsquaremedia.com
(509) 972-3461

Yakima

And:

YAK CTY Republican Cent Cmte
PO Box 1583
Yakima, WA 98907

<u>Contract / Revision</u> 4352330 /		<u>Alt Order #</u>
<u>Advertiser</u> YAK CTY Republican Cent Cmte		<u>Original Date / Revision</u> 09/27/23 / 09/27/23
<u>Contract Dates</u> 10/02/23 - 11/07/23	<u>Estimate #</u>	
<u>Product</u> YAK CTY Republican Cent Cmte		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> Yakima	<u>Account Executive</u> Jessica M Carolus	<u>Sales Office</u> Local Yakima
<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>	

KIT-AM - 4352330A													
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KIT	10/02/23	11/06/23	M-F Prime Rot.	6a-7p		:30				NM	78	\$1,716.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/02/23	10/08/23	33333--				15	\$22.00	0.00			
	Week:	10/09/23	10/15/23	33333--				15	\$22.00	0.00			
	Week:	10/16/23	10/22/23	33333--				15	\$22.00	0.00			
	Week:	10/23/23	10/29/23	33333--				15	\$22.00	0.00			
	Week:	10/30/23	11/05/23	33333--				15	\$22.00	0.00			
	Week:	11/06/23	11/12/23	3-----				3	\$22.00	0.00			
N 2	KIT	11/07/23	11/07/23	M-F Prime Rot.	6:00 AM-5:00 PM		:30				NM	3	\$66.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/06/23	11/12/23	-3-----				3	\$22.00	0.00			
Totals											0.00	81	\$1,782.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/23 - 10/31/23	66	\$1,452.00	\$1,452.00
11/01/23 - 11/07/23	15	\$330.00	\$330.00
Totals	81	\$1,782.00	\$1,782.00

newstalkkit.com - 4352330B										
*Line	Start Date	End Date	Description	Imp. Booked	Rate	Rate Type	Amount			
N 1	11/06/23	11/06/23	Site Takeover First Impression	0	\$200.00	CPD	\$200.00			
N 2	11/07/23	11/07/23	Site Takeover First Impression	0	\$200.00	CPD	\$200.00			
Totals				0			\$400.00			

Time Period	Gross Amount	Net Amount
11/01/23 - 11/07/23	\$400.00	\$400.00
Totals	\$400.00	\$400.00

KIT-AM - 4352330C										
*Line	Start Date	End Date	Description	Imp./Plays Booked	Rate	Rate Type	Amount			

(* 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.



Townsquare Media Yakima
4010 Summitview Ave
Yakima, WA 98908
WOpayments3@townsquaremedia.com
(509) 972-3461

Yakima

<u>Contract / Revision</u> 4352330 /	<u>Alt Order #</u>
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<u>Advertiser</u> YAK CTY Republican Cent Cmte	<u>Original Date / Revision</u> 09/27/23 / 09/27/23
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<u>Contract Dates</u> 10/02/23 - 11/07/23	<u>Product</u> YAK CTY Republican Ce	<u>Estimate #</u>
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KIT-AM - 4352330C				Imp./Plays				
*Line	Start Date	End Date	Description	Booked	Rate	Rate Type		Amount
N 1	10/02/23	10/06/23	:30 Audio Spot (CPP)	15	\$3.00	CPP		\$45.00
N 2	10/09/23	10/13/23	:30 Audio Spot (CPP)	15	\$3.00	CPP		\$45.00
N 3	10/16/23	10/20/23	:30 Audio Spot (CPP)	15	\$3.00	CPP		\$45.00
N 4	10/23/23	10/27/23	:30 Audio Spot (CPP)	15	\$3.00	CPP		\$45.00
N 5	10/30/23	10/31/23	:30 Audio Spot (CPP)	6	\$3.00	CPP		\$18.00
N 6	11/01/23	11/03/23	:30 Audio Spot (CPP)	9	\$3.00	CPP		\$27.00
N 7	11/06/23	11/07/23	:30 Audio Spot (CPP)	6	\$3.00	CPP		\$18.00
Totals				81				\$243.00

Time Period	Gross Amount	Net Amount
10/01/23 - 10/31/23	\$198.00	\$198.00
11/01/23 - 11/07/23	\$45.00	\$45.00
Totals	\$243.00	\$243.00

Contract Totals 0.081 110 \$2,425.00

Signature: _____ **Date:** _____

(* 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.

townsquare

Vote in Person campaign

Yakima County Republican Central Committee

Jessi Carolus

Director of Sales

509.834.4118 (office)

Jessi.Carolus@townsquaremedia.com



News Talk KIT 1280-AM/101.3-FM

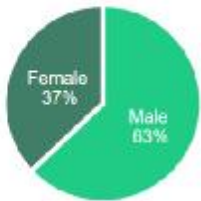
Yakima's Only Local News Talk



newstalkkit.com

Demographics

Gender



Age

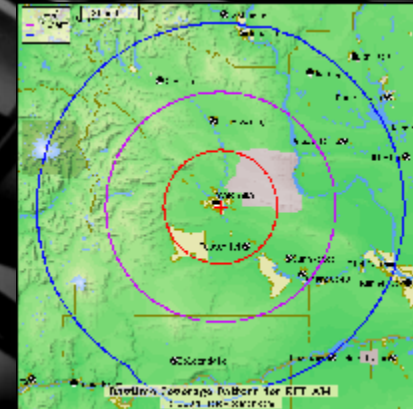


Key Behaviors

Audience Members Are:

- 4 times more likely to be *Conservative News Readers*
- 4 times more likely to be *Seattle Seahawks Fans*
- 4 times more likely to be *Health Insurance Researchers*
- 4 times more likely to be *Country Music Fans*
- 3 times more likely to be *Live Concert Fans*

Audience Reach



Monthly Page Views

554,622

Online Radio Session Starts

26,186

Facebook Fans

4,643

YouTube Views This Month

348

Station Schedule

Pacific Northwest Ag Today	5a-6a	M-F
Good Morning Yakima	6a-9a	M-F
The Charlie Kirk Show	9a-12n	M-F
Sean Hannity	12-3p	M-F
The Joe Pags Show	3p-6p	M-F
Dave Ramsey	6p-10p	M-F

Content Creators & On-Air Personalities



Brian Stephenson



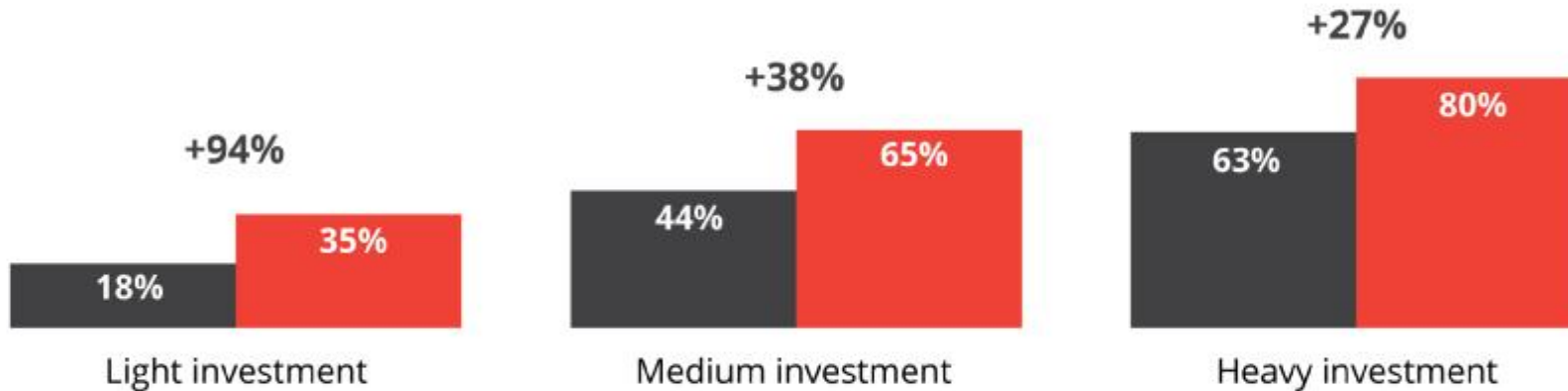
Lance Tormey

townsquare

RADIO + DIGITAL = A WINNING COMBO

Adults 25-54, monthly reach by amount spent

■ Digital ■ Existing digital plan + 20% additional spend on AM/FM radio



How to read: A medium digital-only campaign reached 44% of the market. Adding AM/FM radio to the plan for a 20% additional investment generated a +38% increase in campaign reach.

Source: Nielsen Media Impact March 2022, adults 25-54. Network Radio reach based on all network affiliated radio stations at an average CPP of \$5000. Digital reach based on desktop, mobile, and tablet at an average CPM of \$10.



https://www.insideradio.com/free/nielsen-research-shows-positive-impact-of-blending-broadcast-radio-and-digital-in-ad-campaigns/article_c9d7e2a2-4932-11ed-9984-a335abe66e5c.html

townsquare

1st IMPRESSION SITE TAKEOVER

Want to own the ad space on the station site for EVERY USER when they first land on the site?

01 our highest impact digital offering aligns with our radio brand/talent

02 this is an unmissable message for every user's first time on the site

03 every visitor, no matter how they get to the site, will see your message first for any day on which you **TAKEOVER**

Benefits & Features:

- Includes 970x250 Billboard, Site Skin and Run of Site Banner ads (300x250, 320x50, 640x100, 728x90)
- Ads on desktop and mobile web will refresh after first impression or 1,000 pixels of scrolling



Mocks for illustrative purposes only



CROSS-PLATFORM:

- Desktop
- Phone

DELIVERY OPTIONS:

- Video
- Banner Ad

- Awareness**
- Interest/Trust
- Conversion



TOWNSQUARE RADIO DETAIL

1280AM & 101.3FM News Talk KIT

Broadcast or Stream (B or S)	DATE		Times		Spot Length	Daily Distribution							Total Spots/week	Rate	Totals			NOTES
	Start	End	Start	End		Mon	Tue	Wed	Thur	Fri	Sat	Sun			Weeks	Total Spots	Total \$	
	B + S	10/2/23	11/5/23	6a		7p	30	3	3	3	3	3					15	
B + S	11/6/23	11/6/23	6a	7p	30	3							3	\$ 25.00	1	3	\$ 75.00	Mon-Fri, prime
B + S	11/7/23	11/7/23	6a	5p	30		3						3	\$ 25.00	1	3	\$ 75.00	Mon-Fri, modified prime
	11/6/23	11/7/23				1	1						2	\$ 200.00	1	2	\$ 400.00	First Impression site takeovers - KIT
News Talk KIT - TOTALS													23			83	\$ 2,425.00	
FLIGHT WEEKS:			10/2 , 10/9 , 10/16 , 10/23 , 10/30 , 11/6															

X DocuSigned by:
Jessica Caroleo
Townsquare Representative

X DocuSigned by:
Matt Brown
Client Authorization

X 9/26/2023
Date

Both parties have the right to cancel with 2 weeks written notice.



THANK YOU

Jessi.Carolus@townsquaremedia.com

townsquare