

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Michelle Sullivan, 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: Power to the Patients

Agency name: Swift River Productions

Address: 8950 Ellis Ave., Los Angeles, CA 90034

Contact: Kevin Morra

Phone number: 310-597-0515

Email: kevin@swiftriverproductions.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: Power To The Patients

Address: 2 Jackman Ridge Road, Windham NH 03087

Contact: Michelle Sullivan

Phone number: 617-510-2436

Email: msullivan@sullivanmc.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.):

Michelle Sullivan, President  
Linda Bent, Treasurer  
Marc Joubert, Secretary

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

healthcare price transparency



**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: Michelle Sullivan <small>Digitally signed by Michelle Sullivan Date: 2021.09.02 13:50:23 -04'00'</small>	Signature: <i>PKino</i>
Name: Michelle Sullivan	Name: Courtney Kline
Date of Request to Purchase Ad Time: 9/2/21	Date of Station Agreement to Sell Time: 9/3/21

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: *09/15/2021*

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 #: <i>WET-197163</i>	Station Call Letters: <i>WLBY-AM</i>	Date Received/Requested: <i>09/15/2021</i>
Est. #: <i>197163</i>	Station Location: <i>Ann Arbor, MI</i>	Run Start and End Dates: <i>9/13/21 - 10/14/21</i>

**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 Revision



<b>Order #</b> 197163	<b>Ver #</b> 1	<b>Rev #</b> 6	<b># Wks</b> 9	<b>Page #</b> 1
<b>Date</b> 9/14/21	<b>Time</b> 7:48:47PM	<b>Start</b> 9/13/21	<b>End</b> 11/14/21	
<b>Advertiser</b> Power to the Patients		<b>Product</b>		<b>Demos</b> P12+, A25-54
<b>Salesperson</b> Adam Shifrin		<b>Salesperson Phone #</b> (312)899-4075		<b>Survey</b> See Summary
<b>Sales Office</b> Chicago		<b>Agency Phone #</b>		

Power to the Patients

Power to the Patients  
2 Jackman Ridge Road  
Windham, NH 03087

Line #	Vehicle	Days & Times	Jun 28	Jul 5	Jul 12	Jul 19	Jul 26	Aug 2	Aug 9	Aug 16	Aug 23	Aug 30	Sep 6	Sep 13	Sep 20	Total Units	Len	Avg Rtg	GRP	Avg Aud*	Gross Impr*	% Dist
16	21-WW CBS Sports Plus Weekday Total GRPs	MF 6A-12M	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2	30	0.4	505.8	1011.6	0.4	
52	WP_NFL Monday Night	In Broadcast													3	3	30	5.7	5339.8	16019.4	6.1	
53	WP_NFL Monday Night Totals	In Broadcast													1	1	15	1.9	5339.8	5339.8	2.0	
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6	4			21359.2		8.1	
54	WP_NFL Sunday Night	In Broadcast												1	2	3	30	5.3	5002.6	15007.8	5.7	
55	WP_NFL Sunday Night Totals	In Broadcast												1	1	2	60	3.6	5002.6	10005.2	3.8	
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	5.3	5			25013.0		9.5	
57	WP_NFL Thursday Night Total GRPs	In Broadcast	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	2	60	3.8	5339.8	10679.6	4.1	
47	Podcast - Just Getting Started w	Pre-Roll												1	1	2	30		10.0	20.0	0.0	
44	The Rich Eisen Show	MF 6A-12M													18	18	30		4.9	88.2	0.0	
51	The Rich Eisen Show	MF 6A-12M													2	2	15		4.9	9.8	0.0	
56	The Rich Eisen Show Totals	Cancel Before Start													20	20	15				0.0	
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20			98.0		0.0	
<b>Total Units</b>																5	30					
<b>Total GRPs</b>			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4	13.3	35		20.7	58181.4		

\*Note: Avg Aud and Gross Impressions are shown in thousands





## Contract Revision

Order #	Ver #	Rev #	# Wks	Page #
197163	1	6	9	2
Date	Time	Start	End	
9/14/21	7:48:47PM	9/13/21	11/14/21	
Salesperson		Salesperson Phone #		Demos
Adam Shifrin		(312)899-4075		P12+, A25-54
Sales Office		Agency Phone #		Survey
Chicago				See Summary

Power to the Patients

Power to the Patients  
2 Jackman Ridge Road  
Windham, NH 03087

Line #	Vehicle	Days & Times	Sep 27	Oct 4	Oct 11	Oct 18	Oct 25	Nov 1	Nov 8	Nov 15	Nov 22	Nov 29	Dec 6	Dec 13	Dec 20	Total Units	Len	Avg Rtg	GRP	Avg Aud*	Gross Impr*	% Dist
16	21-WW CBS Sports Plus Weekday	MF 6A-12M	2	2	1	1	1	1	1							9	30		1.6	505.8	4552.2	1.7
	Total GRPs		0.4	0.4	0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0							
52	WP_NFL Monday Night	In Broadcast	3	3	3	2	2	2	2							17	30		32.3	5339.8	90776.6	34.6
53	WP_NFL Monday Night	In Broadcast	1	1	1	1	1	1	1							7	15		13.3	5339.8	37378.6	14.3
	Totals		4	4	4	3	3	3	3							24					128155.2	48.9
	Total GRPs		7.6	7.6	7.6	5.7	5.7	5.7	5.7	0.0	0.0	0.0	0.0	0.0	0.0							
54	WP_NFL Sunday Night	In Broadcast	1	1	1	1	1	1	1							7	30		12.5	5002.6	35018.2	13.4
55	WP_NFL Sunday Night	In Broadcast	1	1	1	1	1	1	1							7	60		12.5	5002.6	35018.2	13.4
	Totals		2	2	2	2	2	2	2							14					70036.4	26.7
	Total GRPs		3.6	3.6	3.6	3.6	3.6	3.6	3.6	0.0	0.0	0.0	0.0	0.0	0.0							
47	Podcast - Just Getting Started w	Pre-Roll	1	1	1	1										4	30			10.0	40.0	0.0
48	Podcast - Just Getting Started w	Mid-Roll					1	1	1							3	60			10.0	30.0	0.0
	Totals		1	1	1	1	1	1	1							7					70.0	0.0
46	Podcast - The Rich Eisen Show	Mid-Roll	10	10	9	6	6	6	6							53	60			8.0	424.0	0.2
44	The Rich Eisen Show	MF 6A-12M	19	19	18	18	18	18	18							128	30		0.2	4.9	627.2	0.2
51	The Rich Eisen Show	MF 6A-12M	1	1	1	1	1	1	1							7	15			4.9	34.3	0.0
	Totals		20	20	19	19	19	19	19							135					661.5	0.3
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
Total Units			39	39	36	32	32	32	32	0.0	0.0	0.0	0.0	0.0	0.0	242			72.6		203899.3	
Total GRPs			11.6	11.6	11.4	9.5	9.5	9.5	9.5	0.0	0.0	0.0	0.0	0.0	0.0							

\*Note: Avg Aud and Gross Impressions are shown in thousands





# Contract Revision

Power to the Patients  
 Power to the Patients  
 2 Jackman Ridge Road  
 Windham, NH 03087

Advertiser Power to the Patients		Product		Order # 197163	Ver # 1	Rev # 6	# Wks 9	Page # 3
Salesperson Adam Shifrin		Salesperson Phone # (312)899-4075		Date 9/14/21	Time 7:48:47PM		Start 9/13/21	End 11/14/21
Sales Office Chicago		Agency Phone #		Demos P12+, A25-54				
				Survey See Summary				

Line #	Vehicle	Days & Times	Sep 27	Oct 4	Oct 11	Oct 18	Oct 25	Nov 1	Nov 8	Nov 15	Nov 22	Nov 29	Dec 6	Dec 13	Dec 20	Total Units	Len	Avg Rtg	GRP	Avg Aud*	Gross Impr*	% Dist
--------	---------	--------------	--------	-------	--------	--------	--------	-------	-------	--------	--------	--------	-------	--------	--------	-------------	-----	---------	-----	----------	-------------	--------

Total Gross:		Agency Commission:		Total Net:	
--------------	--	--------------------	--	------------	--

Accepted for Westwood One, LLC:

Accepted for Agency (and Media Buying Service, if any) as Agent for the Advertiser:

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

*(Handwritten signature)*  
 9/15/2021

\*Note: Avg Aud and Gross Impressions are shown in thousands







### Contract Revision

Order #	Ver #	Rev #	# Wks	Page #
197163	1	6	9	1
Date	Time	Start	End	
9/14/21	7:48:47PM	9/13/21	11/14/21	
Salesperson		Demos		
Adam Shifrin		P12+, A25-54		
Sales Office		Survey		
Chicago		See Summary		

Power to the Patients

Power to the Patients  
2 Jackman Ridge Road  
Windham, NH 03087

Advertiser	Product	Date	Time	Start	End
Power to the Patients		9/14/21	7:48:47PM	9/13/21	11/14/21
Salesperson	Salesperson Phone #	Demos			
Adam Shifrin	(312)899-4075	P12+, A25-54			
Sales Office	Agency Phone #	Survey			
Chicago		See Summary			

Line #	Vehicle	Days & Times	Sep 27	Oct 4	Oct 11	Oct 18	Oct 25	Nov 1	Nov 8	Nov 15	Nov 22	Nov 29	Dec 6	Dec 13	Dec 20	Total Units	Len	Avg Rtg	GRP	Avg Aud*	Gross Impr*	% Dist
--------	---------	--------------	--------	-------	--------	--------	--------	-------	-------	--------	--------	--------	-------	--------	--------	-------------	-----	---------	-----	----------	-------------	--------

Effective October 1, 2020, except where prohibited by law, we will impose a 1.5% administrative fee on all credit card payments. We do not apply an administrative fee to cash payments, including Cash in Advance payments. In addition, we do not apply an administrative fee to credit card payments processed prior to the advertising start date.

Agency represents and warrants it has the authority to make this purchase on behalf of the Advertiser listed on this order ("Advertiser") and accordingly, is responsible for prompt payment of all amounts due under this IO to WWO upon receipt of such payments from Advertiser. If Advertiser is more than 30 days overdue in paying Agency, Agency shall promptly inform Westwood One ("WWO") who shall have the right to contact Advertiser directly for payment. If payment in full has not been received from either Agency or Advertiser within 120 days of the due date, WWO reserves the right to impose interest equal to ten percent (10%) per annum on any overdue amount from the original due date until full payment is received by WWO. Agency and/or Advertiser, as applicable, shall be liable for all costs and expenses incurred by WWO in its collection efforts for amounts overdue by 120 days or more, including without limitation, attorney's fees and filing fees. If Agency fails to remit to WWO amounts Agency receives from the Advertiser, the principal owners of the Agency shall be personally liable for such unpaid amounts.

This Agreement shall, irrespective of the place of execution, be deemed to be a contract entered into and to be performed in the State of New York and shall be governed by and construed in accordance with the laws of the State of New York without regard to any choice of law or conflicts of law principles. With respect to any dispute arising hereunder or any action, suit, or proceeding relating to this Agreement, Agency and/or Advertiser, as applicable, shall be subject to the exclusive jurisdiction of the Federal District Court for the Southern District of New York and the Courts of the State of New York in New York County and the Agency, on behalf of itself and Advertiser, waives any objection of venue in any of the aforesaid courts or any right to claim that any such court constitutes an inconvenient forum.

Ordering the inventory listed herein is your consent to these terms and conditions which shall supersede any other writing, understanding or document related to the subject matter hereof.

WESTWOODONE IS AN AFFIRMATIVE ACTION EMPLOYER. NONDISCRIMINATION POLICY: Westwood One does not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that Advertiser's purchase of advertising time from Westwood One is not intended to and will not discriminate on the basis of race or ethnicity.

Notwithstanding any other agreement to the contrary, Advertiser will indemnify, defend and hold Westwood One, its parent companies, subsidiaries, corporate affiliates and the directors, officers, employees, representatives, licensees and agents of the foregoing entities, harmless from and against any and all losses, liabilities, claims, damages and other expenses, including reasonable attorney's fees, arising out of third party claims relating to the commercials provided to Westwood One by Advertiser.

\*Note: Avg Aud and Gross Impressions are shown in thousands



Power to the People

Flight Date: Ends 9/17/21

:60

Football's rules are well defined. Eleven players on both sides of the ball. No holding. No blocking in the back. No pass interference. On the field, everyone has to play by the rulebook. Shouldn't it be that way off the field too?

Following a law enacted at the start of 2021, hospitals have a new set of rules they need to play by: to provide clear and upfront pricing to patients. And unlike a wide receiver dragging their feet to stay in bounds, hospitals are dragging their feet to stay out of bounds, not complying with new federal rules for price transparency. The days of patients receiving surprise bills they could never anticipate need to be sacked.

To fix this, please go to [Power To The Patients dot org](http://PowerToThePatients.org) and submit a comment, which will be sent directly to the current administration and policy makers in D.C. The effort is on to put pressure on hospitals to finally reveal their prices upfront so everyone can shop and save.

It's your health. It's your money to save. It's your right to know hospital prices. Have your voice be heard. Sponsored by Power to the Patients.

:30

On the football field, everyone has to play by the rulebook. Shouldn't it be that way off the field too?

Following a law enacted at the start of 2021, hospitals have a new set of rules they need to play by: to provide clear and upfront pricing to patients. And unlike a wide receiver dragging their feet to stay in bounds, hospitals are dragging their feet to stay out of bounds, not complying with new federal rules for price transparency.

To fix this, please go to [Power To The Patients dot org](http://PowerToThePatients.org) and submit a comment, which will be sent directly to the current administration and policy makers in D.C. Sponsored by Power to the Patients.