

American Autoimmune Related Diseases Ass



From: Skip Quast
 Phone: (202) 895-5043
 Email:
 8/24/2021 10:54 AM

Flight Dates: 08/26/2021 - 08/28/2021
 Demo: P 25+

Radio Market: WASHINGTON, DC
 Survey: JUL21 / JUN21 / MAY21 / APR21 / MAR21 / FEB21
 ...
 Geography: Metro

Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency	Gis	CPM
Radio Total	19		\$1,315.79	\$25,000.00	229,700	1.7	399,800	\$62.66
WTOP-FM	19		\$1,315.79	\$25,000.00	229,700	1.7	399,800	\$62.66
:30-Second 3 Day Campaign - 1 wk (08/23)								
	19		\$1,315.79	\$25,000.00	229,700	1.7	399,800	\$62.66
One Week Total	19		\$1,315.79	\$25,000.00	229,700	1.7	399,800	\$62.66
W-F 5A-10A	6	30	\$1,875.00	\$11,250.00	84,700	1.4	118,800	\$94.70
W-F 10A-3P	6	30	\$750.00	\$4,500.00	94,200	1.4	129,000	\$34.88
W-F 3P-8P	6	30	\$1,500.00	\$9,000.00	99,800	1.3	133,800	\$67.26
W-F 5A-12M	1	30	\$250.00	\$250.00	18,200	1.0	18,200	\$13.74


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Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency	Gls	CPM
Radio Total	19	\$1,315.79	\$25,000.00	229,700	1.7	399,800	\$62.66
WTOP-FM	19	\$1,315.79	\$25,000.00	229,700	1.7	399,800	\$62.66

Accepted by Station  _____ Date 8/24/2021

Accepted by Client  _____ Date 08/24/2021

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Molly Murray, 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: American Autoimmune Related Diseases Association *(LetMyDoctorDecide.org)*

Agency name: Leighton LLC

Address: 101 N Loop Blvd E

Contact: Kyle Leighton	Phone number: (202)415-3326	Email: kyle@leighton.io
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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: American Autoimmune Related Diseases Association

Address: 19176 Hall Road, Suite 130, Clinton Township, MI 48038

Contact: Molly Murray	Phone number: (586) 776-3900	Email: aarda@aarda.org
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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):

Molly Murray, President and CEO
Laura Simpson - CEO
Cathy Cruchan - VP, Accounting

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 access

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: Molly Murray <small>Digitally signed by Molly Murray Date: 2021.08.24 08:22:12 -05'00'</small>	Signature: <i>[Handwritten Signature]</i>
Name: Molly Murray	Name: <i>[Handwritten Name]</i>
Date of Request to Purchase Ad Time: August 24, 2021	Date of Station Agreement to Sell Time: <i>8/24/2021</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *8/24/2021*

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 #: <i>52397</i>	Station Call Letters: <i>WTOP, WTLR, WWWT</i>	Date Received/Requested: <i>8/24/2021</i>
Est. #: <i>082521</i>	Station Location: <i>Washington DC</i>	Run Start and End Dates: <i>8/25-27, 2021</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.