



Political Broadcast Agreement Form for Candidate 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.

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, BrabenderCox LLC, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Lee Zeldin

Authorized committee:

Zeldin for New York

Agency requesting time (and contact information):

☐ N/A BrabenderCox 1218 Grandview Ave Pittsburgh PA 15211

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Governor

Date of election:

6/28/2022

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Nancy Marks

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☐

the candidate listed above who is a legally qualified candidate, or

☒

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and


(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Signature:

Liz Brabender Kundu

 Digitally signed by Liz Brabender Kundu
Date: 2022.01.31 08:31:47 -05'00'


Name: Liz Kundu

Date of Request to Purchase Ad Time: 2/1/22

Station Representative

Signature:

Doug Catalanello

 Digitally signed by Doug Catalanello
Date: 2022.02.15 11:58:30 -05'00'

Name: Doug Catalanello


Date of Station Agreement to Sell Time: 2/15/2022

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Liz Brabender Kundu Digitally signed by Liz Brabender Kundu
Date: 2022.01.31 08:32:05 -05'00'

Name: Liz Kundu

Date: 1/31/2022

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☒ Yes ☐ No

Date ad received: 2/15/2022

Federal candidate certification signed (above): ☐ Yes ☐ No ☒ N/A

Disposition:

☒ Accepted☐ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*☐ Rejected – provide reason (optional):

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:
2049470Station Call Letters:
WINS-AM and WNEW-FM HD3Date Received/Requested:
2/15/2022Est. #:
21521Station Location:
New York, NYRun Start and End Dates:
2/15/22 - 2/21/22

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

ORDER

Orders	Order / Rev:	2049470	
	Alt Order #:	35699246	
	Product Desc:	Zeldin for NY	
	Estimate:	21521	New York WINS-AM
	Flight Dates:	02/15/22 - 02/21/22	Primary AE: Katz Philadelphia
	Original Date / Rev:	02/15/22 / 02/15/22	Sales Office: K-PHL
	Order Type:	GENERAL	Sales Region: National
Agency	Name:	BrabenderCox LLC	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		1080 South Street	Billing Cycle: EOM/EOC
		Leesburg, VA 20175	Agency Commission: 15%
Advertiser	Name:	Lee Zeldin for NY Governor	
	Demographic:	A35+	New Business End:
	Product Codes:	Candidates	Advertiser External ID: 209169
	Revenue Code 1:	AGY	Agency External ID: 158344
	Revenue Code 2:	GEN	Unit Code: Candidate -
	Revenue Code 3:	GEN	Order Separation: 00:45:00
	Priority:	FULL	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/31/22	02/21/22	5	\$3,455.00	\$2,936.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2022	5	\$3,455.00	\$2,936.75	0.00
Totals	5	\$3,455.00	\$2,936.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia	K-PHL	National	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WINS	02/15/22	02/21/22	M-F 6a-10a	CM	6:00 AM-10:00 AM	--211--	1:00	4	\$691.00	FULL	0.00	NM	5	\$3,455.00
				M-F 6a-10a											
	AM -														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/14/22	02/20/22	--211--		4				\$691.00		0.00			
	Week:	02/21/22	02/27/22	1-----		1				\$691.00		0.00			
Totals														5	\$3,455.00