



# Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



## 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](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Austin Cooper Medium Buying, hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE** →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Richard Heath

Authorized committee:

Richard Heath For State Representative

Agency requesting time (and contact information):

Medium Buying

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Kentucky House of Representatives District 2

Date of election:

5/21/2024

General

Primary

Treasurer of candidate's authorized committee:

Richard Heath

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

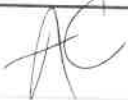
(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

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

**Candidate/Committee/Agency**

**Station Representative**

Signature:



Signature:

Name: Austin Cooper

Name:

Date of Request to Purchase Ad Time: 5/08/2024

Date of Station Agreement to Sell Time:

**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: 

Name: Austin Cooper

Date: 5/07/2024

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No

Date ad received: \_\_\_\_\_

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:  
\_\_\_\_\_

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

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.

<b>STATION:</b> WQAK-FM	<b>ORDER#:</b> 3215997	<b>DATE:</b> 05/07/2024
<b>MARKET:</b> UM - Union City, TN	<b>AMOUNT:</b> \$1,923.85	<b>AGENCY:</b> MEDIA FINANCIAL SERVICES
<b>REP:</b> Regional Reps Non-Rep	<b>SPOTS:</b> 109	1655 Palm Beach Lakes Blvd. 9th Fl, Suite 903 WEST PALM BEACH, FL 33401 Invoices@MediaFinancial.com
<b>MOD:</b> Stn Ver: 1 Last:		
<b>SALES OFFICE:</b> CHICAGO	<b>SLS PH:</b> 216-233-8181	
<b>SALESPERSON:</b> Linley Grande	<b>SLS FAX:</b> N/A	
<b>SLS EMAIL:</b> Linley.Grande@GenMediaPartners.com		
<b>AGENCY:</b> MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>	<b>CONTRACT # FOR INVOICING 4459415</b>
<b>ADVERTISER:</b> Richard Heath for State Rep	<b>AGY PRD:</b>	<b>INVOICE:</b> MEDIA FINANCIAL SERVICES
<b>PRODUCT:</b> 5/8-5/21 Candidate	<b>AGY EST:</b>	1655 Palm Beach Lakes Blvd. 9th Fl, Suite 903 WEST PALM BEACH, FL 33401 Invoices@MediaFinancial.com
<b>FLIGHT:</b> 05-08-2024 TO 5/21/2024	[X]Unwired [ ]Spot [ ]Mod	
<b>TOT # OF DAYS:</b> 14		
<b>PRIM. DEMO:</b> Adults 50+	[X]Cash [ ]Trade	
<b>SEC. DEMO:</b>	<b>SPOT TYPE:</b>	<b>LAST SENT:</b> 05/07/2024 14:54

**COMMENTS**

[Rep Comment] 05/07/2024: New URGENT order. Nab and spot to follow via email from GenMediaTraffic@GenMediaPartners.com. Please confirm ASAP TODAY in RX if you are set up or to shane.mejia@genmediapartners.com. Thanks!

THIS IS AN UNWIRED NETWORK ORDER. SEND INVOICES ELECTRONICALLY OR TO INVOICES@MEDIA FINANCIAL.COM BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; SpotData: IDB#1828; EMEDIATRADE:EMT10263.

ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.

Rates are gross. By accepting and running this order this station agrees to pay Regional Reps 15% commission on the gross amount of this order. Invoices/affidavits of performance are due no later than 7 days after the end of each broadcast month.

**DAY#1**                                      **5/8/2024 To 5/8/2024**                                      **TOT \$141.20**                                      **TOTAL SPOTS 8**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		..W....	6:00AM	10:00AM	30	5/8/2024	5/8/2024	3	\$17.65	\$52.95
	2		..W....	10:00AM	3:00PM	30	5/8/2024	5/8/2024	2	\$17.65	\$35.30
	3		..W....	3:00PM	7:00PM	30	5/8/2024	5/8/2024	3	\$17.65	\$52.95

**DAY#2**                                      **5/9/2024 To 5/9/2024**                                      **TOT \$141.20**                                      **TOTAL SPOTS 8**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		...T...	6:00AM	10:00AM	30	5/9/2024	5/9/2024	3	\$17.65	\$52.95
	2		...T...	10:00AM	3:00PM	30	5/9/2024	5/9/2024	2	\$17.65	\$35.30
	3		...T...	3:00PM	7:00PM	30	5/9/2024	5/9/2024	3	\$17.65	\$52.95

<b>STATION:</b>	WQAK-FM	<b>ORDER#:</b>	3215997	<b>DATE:</b>	05/07/2024
<b>MARKET:</b>	UM - Union City, TN	<b>AMOUNT:</b>	\$1,923.85	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps Non-Rep	<b>SPOTS:</b>	109	1655 Palm Beach Lakes Blvd. 9th Fl, Suite 903 WEST PALM BEACH, FL 33401 Invoices@MediaFinancial.com	
<b>MOD:</b>	Stn Ver: 1 Last:	<b>SLS PH:</b>	216-233-8181		
<b>SALES OFFICE:</b>	CHICAGO	<b>SLS FAX:</b>	N/A		
<b>SALESPERSON:</b>	Linley Grande				
<b>SLS EMAIL:</b>	Linley.Grande@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING 4459415</b>	
<b>ADVERTISER:</b>	Richard Heath for State Rep	<b>AGY PRD:</b>		<b>INVOICE:</b> MEDIA FINANCIAL SERVICES	
<b>PRODUCT:</b>	5/8-5/21 Candidate	<b>AGY EST:</b>		1655 Palm Beach Lakes Blvd. 9th Fl, Suite 903 WEST PALM BEACH, FL 33401 Invoices@MediaFinancial.com	
<b>FLIGHT:</b>	05-08-2024 TO 5/21/2024	[X]Unwired [ ]Spot [ ]Mod			
<b>TOT # OF DAYS:</b>	14				
<b>PRIM. DEMO:</b>	Adults 50+	[X]Cash [ ]Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b> 05/07/2024 14:54	

DAY#3		5/10/2024 To 5/10/2024					TOT \$141.20			TOTAL SPOTS 8	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		....F..	6:00AM	10:00AM	30	5/10/2024	5/10/2024	3	\$17.65	\$52.95
	2		....F..	10:00AM	3:00PM	30	5/10/2024	5/10/2024	2	\$17.65	\$35.30
	3		....F..	3:00PM	7:00PM	30	5/10/2024	5/10/2024	3	\$17.65	\$52.95

DAY#4		5/11/2024 To 5/11/2024					TOT \$141.20			TOTAL SPOTS 8	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		.....S.	6:00AM	10:00AM	30	5/11/2024	5/11/2024	3	\$17.65	\$52.95
	2		.....S.	10:00AM	3:00PM	30	5/11/2024	5/11/2024	2	\$17.65	\$35.30
	3		.....S.	3:00PM	7:00PM	30	5/11/2024	5/11/2024	3	\$17.65	\$52.95

DAY#5		5/12/2024 To 5/12/2024					TOT \$141.20			TOTAL SPOTS 8	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		.....S	6:00AM	10:00AM	30	5/12/2024	5/12/2024	3	\$17.65	\$52.95
	2		.....S	10:00AM	3:00PM	30	5/12/2024	5/12/2024	2	\$17.65	\$35.30
	3		.....S	3:00PM	7:00PM	30	5/12/2024	5/12/2024	3	\$17.65	\$52.95

<b>STATION:</b>	WQAK-FM	<b>ORDER#:</b>	3215997	<b>DATE:</b>	05/07/2024
<b>MARKET:</b>	UM - Union City, TN	<b>AMOUNT:</b>	\$1,923.85	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps Non-Rep	<b>SPOTS:</b>	109		1655 Palm Beach Lakes Blvd.
					9th Fl, Suite 903
					WEST PALM BEACH, FL 33401
					Invoices@MediaFinancial.com
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	CHICAGO	<b>SLS PH:</b>	216-233-8181		
<b>SALESPERSON:</b>	Linley Grande	<b>SLS FAX:</b>	N/A		
<b>SLS EMAIL:</b>	Linley.Grande@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING</b>	<b>4459415</b>
<b>ADVERTISER:</b>	Richard Heath for State Rep	<b>AGY PRD:</b>		<b>INVOICE:</b>	MEDIA FINANCIAL SERVICES
<b>PRODUCT:</b>	5/8-5/21 Candidate	<b>AGY EST:</b>			1655 Palm Beach Lakes Blvd.
					9th Fl, Suite 903
					WEST PALM BEACH, FL 33401
					Invoices@MediaFinancial.com
<b>FLIGHT:</b>	05-08-2024 TO 5/21/2024		[X]Unwired [ ]Spot [ ]Mod		
<b>TOT # OF DAYS:</b>	14				
<b>PRIM. DEMO:</b>	Adults 50+		[X]Cash [ ]Trade		
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b>	05/07/2024 14:54

<b>DAY#6</b>		<b>5/13/2024 To 5/13/2024</b>				<b>TOT \$141.20</b>		<b>TOTAL SPOTS 8</b>			
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		M.....	6:00AM	10:00AM	30	5/13/2024	5/13/2024	3	\$17.65	\$52.95
	2		M.....	10:00AM	3:00PM	30	5/13/2024	5/13/2024	2	\$17.65	\$35.30
	3		M.....	3:00PM	7:00PM	30	5/13/2024	5/13/2024	3	\$17.65	\$52.95

<b>DAY#7</b>		<b>5/14/2024 To 5/14/2024</b>				<b>TOT \$141.20</b>		<b>TOTAL SPOTS 8</b>			
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		.T.....	6:00AM	10:00AM	30	5/14/2024	5/14/2024	3	\$17.65	\$52.95
	2		.T.....	10:00AM	3:00PM	30	5/14/2024	5/14/2024	2	\$17.65	\$35.30
	3		.T.....	3:00PM	7:00PM	30	5/14/2024	5/14/2024	3	\$17.65	\$52.95

<b>DAY#8</b>		<b>5/15/2024 To 5/15/2024</b>				<b>TOT \$141.20</b>		<b>TOTAL SPOTS 8</b>			
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		..W....	6:00AM	10:00AM	30	5/15/2024	5/15/2024	3	\$17.65	\$52.95
	2		..W....	10:00AM	3:00PM	30	5/15/2024	5/15/2024	2	\$17.65	\$35.30
	3		..W....	3:00PM	7:00PM	30	5/15/2024	5/15/2024	3	\$17.65	\$52.95

<b>STATION:</b>	WQAK-FM	<b>ORDER#:</b>	3215997	<b>DATE:</b>	05/07/2024
<b>MARKET:</b>	UM - Union City, TN	<b>AMOUNT:</b>	\$1,923.85	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps Non-Rep	<b>SPOTS:</b>	109	1655 Palm Beach Lakes Blvd. 9th Fl, Suite 903 WEST PALM BEACH, FL 33401 Invoices@MediaFinancial.com	
<b>MOD:</b>	Stn Ver: 1 Last:	<b>SLS PH:</b>	216-233-8181		
<b>SALES OFFICE:</b>	CHICAGO	<b>SLS FAX:</b>	N/A		
<b>SALESPERSON:</b>	Linley Grande				
<b>SLS EMAIL:</b>	Linley.Grande@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING 4459415</b>	
<b>ADVERTISER:</b>	Richard Heath for State Rep	<b>AGY PRD:</b>		<b>INVOICE:</b> MEDIA FINANCIAL SERVICES	
<b>PRODUCT:</b>	5/8-5/21 Candidate	<b>AGY EST:</b>		1655 Palm Beach Lakes Blvd. 9th Fl, Suite 903 WEST PALM BEACH, FL 33401 Invoices@MediaFinancial.com	
<b>FLIGHT:</b>	05-08-2024 TO 5/21/2024	[X]Unwired [ ]Spot [ ]Mod			
<b>TOT # OF DAYS:</b>	14				
<b>PRIM. DEMO:</b>	Adults 50+	[X]Cash [ ]Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b> 05/07/2024 14:54	

DAY#9		5/16/2024 To 5/16/2024					TOT \$141.20			TOTAL SPOTS 8	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		...T...	6:00AM	10:00AM	30	5/16/2024	5/16/2024	3	\$17.65	\$52.95
	2		...T...	10:00AM	3:00PM	30	5/16/2024	5/16/2024	2	\$17.65	\$35.30
	3		...T...	3:00PM	7:00PM	30	5/16/2024	5/16/2024	3	\$17.65	\$52.95

DAY#10		5/17/2024 To 5/17/2024					TOT \$141.20			TOTAL SPOTS 8	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		....F..	6:00AM	10:00AM	30	5/17/2024	5/17/2024	3	\$17.65	\$52.95
	2		....F..	10:00AM	3:00PM	30	5/17/2024	5/17/2024	2	\$17.65	\$35.30
	3		....F..	3:00PM	7:00PM	30	5/17/2024	5/17/2024	3	\$17.65	\$52.95

DAY#11		5/18/2024 To 5/18/2024					TOT \$141.20			TOTAL SPOTS 8	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		.....S.	6:00AM	10:00AM	30	5/18/2024	5/18/2024	3	\$17.65	\$52.95
	2		.....S.	10:00AM	3:00PM	30	5/18/2024	5/18/2024	2	\$17.65	\$35.30
	3		.....S.	3:00PM	7:00PM	30	5/18/2024	5/18/2024	3	\$17.65	\$52.95



<b>STATION:</b>	WQAK-FM	<b>ORDER#:</b>	3215997	<b>DATE:</b>	05/07/2024
<b>MARKET:</b>	UM - Union City, TN	<b>AMOUNT:</b>	\$1,923.85	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	Regional Reps Non-Rep	<b>SPOTS:</b>	109	1655 Palm Beach Lakes Blvd. 9th Fl, Suite 903 WEST PALM BEACH, FL 33401 Invoices@MediaFinancial.com	
<b>MOD:</b>	Stn Ver: 1 Last:	<b>SLS PH:</b>	216-233-8181		
<b>SALES OFFICE:</b>	CHICAGO	<b>SLS FAX:</b>	N/A		
<b>SALESPERSON:</b>	Linley Grande				
<b>SLS EMAIL:</b>	Linley.Grande@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING 4459415</b>	
<b>ADVERTISER:</b>	Richard Heath for State Rep	<b>AGY PRD:</b>		<b>INVOICE:</b> MEDIA FINANCIAL SERVICES	
<b>PRODUCT:</b>	5/8-5/21 Candidate	<b>AGY EST:</b>		1655 Palm Beach Lakes Blvd. 9th Fl, Suite 903 WEST PALM BEACH, FL 33401 Invoices@MediaFinancial.com	
<b>FLIGHT:</b>	05-08-2024 TO 5/21/2024	<input checked="" type="checkbox"/> Unwired <input type="checkbox"/> Spot <input type="checkbox"/> Mod			
<b>TOT # OF DAYS:</b>	14				
<b>PRIM. DEMO:</b>	Adults 50+	<input checked="" type="checkbox"/> Cash <input type="checkbox"/> Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b> 05/07/2024 14:54	

DAY#12		5/19/2024 To 5/19/2024							TOT \$141.20		TOTAL SPOTS 8	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL	
	1		.....S	6:00AM	10:00AM	30	5/19/2024	5/19/2024	3	\$17.65	\$52.95	
	2		.....S	10:00AM	3:00PM	30	5/19/2024	5/19/2024	2	\$17.65	\$35.30	
	3		.....S	3:00PM	7:00PM	30	5/19/2024	5/19/2024	3	\$17.65	\$52.95	

DAY#13		5/20/2024 To 5/20/2024							TOT \$141.20		TOTAL SPOTS 8	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL	
	4		M.....	6:00AM	10:00AM	30	5/20/2024	5/20/2024	3	\$17.65	\$52.95	
	5		M.....	10:00AM	3:00PM	30	5/20/2024	5/20/2024	2	\$17.65	\$35.30	
	6		M.....	3:00PM	7:00PM	30	5/20/2024	5/20/2024	3	\$17.65	\$52.95	

DAY#14		5/21/2024 To 5/21/2024							TOT \$88.25		TOTAL SPOTS 5	
MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL	
	4		.T.....	6:00AM	10:00AM	30	5/21/2024	5/21/2024	5	\$17.65	\$88.25	

<b>TOTAL</b>	May											Total
<b>SPOT</b>	109											109
<b>CASH</b>	1,923.85											1,923.85
<b>TOTAL</b>	1,923.85											1,923.85