

COW97 ☒
 ESPN 1290 ☐
 105.5 The ZOO ☐

BROADCAST ORDER

ORDER # _____
 SPARTA - TOMAH BROADCAST
 113 W. OAK STREET
 SPARTA, WI 54656

CLIENT P.O. # _____ BILLING: BROADCAST <u> x </u> CALENDAR <u> x </u> ADVERTISER: <u>Paul Buhr for Wisconsin Assembly</u> ADDRESS: <u>E8869 Apple Ln</u> CITY: <u>Viroqua</u> <div style="display: flex; justify-content: space-between;"> STATE <u>WI</u> ZIP <u>54665</u> </div> PHONE: _____ CONTACT: _____	DATE <u>7/31/2018</u> AGENCY: _____ ADDRESS: _____ CITY: _____ <div style="display: flex; justify-content: space-between;"> STATE _____ ZIP _____ </div> PHONE: _____ BUYER: _____
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SALES REP: <u>Linda Ludeking</u> START DATE: <u>8/2/2018</u> END DATE: <u>8-14-2018 by noon</u> SEND INV. TO: <u>x</u> ADVERTISER _____ AGENCY _____	PRODUCT / SERVICE: _____ EVENT: <u>Paul Buhr for Assembly</u> # OF ADS: <u>50</u> TOTAL <u>\$500.00</u> GROSS: _____ NET: <u>x</u>
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RATE	BEGIN DATE	END DATE	BEG TIME	END TIME	M	T	W	TH	F	SAT	SUN	LENGTH	CART #
\$10.00	08/02/2018	08/05/2018	ROS					4	4	4	4	:30	
\$10.00	08/06/2018	08/12/2018	ROS		4	4	4	4	4	4	4	:30	
\$10.00	08/13/2018	08/14/2018	ROS		4	2						:30	
						by 12							

CART #	LENGTH	PROGRAM	RATE	FIXED TIME	START DATE	END DATE

CO-OP: ☐ CO-OP ☐ NO CO-OP ☐ In House Production ☒ Pre-produced ad

CO-OP VENDORS: _____

Part of bulk package or promotion package : ☐ Yes ☒ No Which pkg: _____

Number of carts/ads needed 2 carts 4620 - 4621

SPECIAL INSTRUCTIONS Rotate ads



Sparta-Tomah Broadcasting Co.
113 West Oak Street
Sparta, WI 54656-1712
(608)269-3100

PAUL BUHR FOR WISCONSIN
E8869 APPLE LN
VIROQUA, WI 54665

WCOW-FM Order Confirmation

OrderID: 2148-001

Sponsor: Paul Buhr for Wisconsin Assembly
Product: Paul Buhr for Wisconsin Assembly
Estimate/PO: Ludaking, Linda
AccountRep: Calendar Month
BillingCycle: Detail
InvoiceType: 8/2/2018 - 8/14/2018
Run Dates: 50
Items Ordered: 500.00
Gross Amount: 0.00
Discounts: 0.00
Agency Commission: 0.00
Net Amount: 500.00

Scheduled Station(s): WCOW-FM

Paul Buhr for Wisconsin Assembly

Printed 7/31/2018 9:46:51 AM

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Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Descripto	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 8/2/2018 - 8/5/2018	All Weeks	05:00 AM - 11:00 PM	4	4	4	4	4	4	4	16	:30	Spot		R2148-001	16	10.00	160.00
02 8/6/2018 - 8/12/2018	All Weeks	05:00 AM - 11:00 PM	4	4	4	4	4	4	4	28	:30	Spot		R2148-001	28	10.00	280.00
03 8/13/2018 - 8/19/2018	All Weeks	05:00 AM - 11:00 PM	4	4	4	4	4	4	4	4	:30	Spot		R2148-001	4	10.00	40.00
04 8/14/2018 - 8/14/2018	All Weeks	05:00 AM - 12:00 PM		2						2	:30	Spot		R2148-001	2	10.00	20.00

Calendar Month Projected Billing:

Jul-18	0.00	Aug-18	500.00	Sep-18	0.00	Q3-2018	500.00
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Confirmed Correct as entered; Payment Guaranteed upon invoice audit
Treasurer, Friends of Paul Buhr
Accepted for WCOW-FM

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, Angela L. Lawrence, Treasurer Friends of Paul Bahe
 being/on behalf of: R. Paul Bahe, a legally
 qualified candidate of the Democrat political
 party for the office of: WI Assembly
 in the 96th District
 election to be held on: Aug 14, 18
 do hereby request station time as follows: Document Attached

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges: \$500.00/H

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

1. Angela L. Lawrence, Treasurer Friends of Paul Buhr
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the 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.
- ☐ the television programming 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.

Angela L. Lawrence, Treasurer
signature of candidate or authorized committee

Angela L. Lawrence, Treasurer
printed name

7/31/18
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Serving the people of the 9th District

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Paul Buhr

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Angela L Lawrence

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

7/31/18
Date

Angela L Lawrence
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Attached

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges: *\$500.⁰⁰/₁₀₀*

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.