

Order #1253938: Winning Ed../Uber/Political ../

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRI
02/29/24 3:00:51 PM	Processed		<async process>	Sheri Mozi	\$8,250.00	33	0.00
02/29/24 3:00:27 PM	Approved			Yvonne Je	\$8,250.00	33	0.00
02/29/24 3:00:23 PM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Yvonne Je	\$8,250.00	33	0.00
02/29/24 2:58:09 PM	Approval Workflow		[Sales Manager - Ready Default]	Erik Christ	\$8,250.00	33	0.00
02/29/24 2:34:10 PM	Ready for approval		Added attachments	Shannon C	\$8,250.00	33	0.00
02/29/24 2:11:05 PM	Ready for approval		New Order - \$2,250 - Political Issue Order	Shannon C	\$2,250.00	9	0.00
02/29/24 2:02:14 PM	New order created		<new order>	Shannon C	\$0.00	0	0.00

[Sorted by: Date]

ORDER

Orders
Order / Rev: 1253938
Alt Order #: _____
Product Desc: Political Issue Order
Estimate: _____
Flight Dates: 03/01/24 - 03/15/24
Original Date / Rev: 02/29/24 / 02/29/24
Order Type: GENERAL

KQRS-FM
Primary AE: Nicky Nelson
Sales Office: L-MSP
Sales Region: Local

Agency
Name: Winning Edge Strategies -Electric Syn
Buying Contact: Meredith Korda
Billing Contact: Sarah Burton
805 3rd Avenue
New York, NY 10022

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Uber
Demographic: A25-54
Product Codes: Local Transportation
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-ISS
Revenue Code 3: GEN
Priority: P-50

New Business End: _____
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/15/24	33	\$8,250.00	\$7,012.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	33	\$8,250.00	\$7,012.50	0.00
Totals	33	\$8,250.00	\$7,012.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nicky Nelson	L-MSP	Local	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	KQRS	03/01/24	03/15/24	M-F AM Drive M-F	CM	6a-10a	33333--	:30	15	\$250.00	P-50	0.00	NM	33	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/24	03/03/24	----3--					3	\$250.00		0.00			
		Week: 03/04/24	03/10/24	33333--					15	\$250.00		0.00			
		Week: 03/11/24	03/17/24	33333--					15	\$250.00		0.00			
													Totals	33	\$8,250.00



Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)

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).

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sarah Burton, 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: Uber Technologies Inc

Agency name: Winning Edge Strategies/ Electric Symphony

Address: 805 3rd Avenue, 10th Floor NY, NY 10022

Contact: Sarah Burton

Phone number: 502-836-8753

Email: sarah.schardein@gmail.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: Uber Technologies Inc

Address: 175 Greenwich St, New York, NY 10006

Contact: Josh Gold

Phone number: 917-715-8670

Email: jgold@uber.com

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.):

Dara Khosrowshahi
CEO of Uber

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: ^{n/a}

Office(s) sought by such candidate(s) (no acronyms or abbreviations): ^{n/a}

Date of election: ^{n/a}

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

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: Sarah Burton

Digitally signed by Sarah Burton
Date: 2024.02.29 11:29:41 -05'00'

Signature:

Erik Christopherson

Name: Sarah Burton

Name:

Date of Request to Purchase Ad Time: 2/29/2024

Date of Station Agreement to Sell Time:

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?



Yes



No

Date ad received:

2/29/24

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 #:

Station Call Letters:

KQRS

Date Received/Requested:

2/29/24

Est. #:

Station Location:

Mpls.

Run Start and End Dates:

3/1 - 3/15/24

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.