

## 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**

<b>Station and Location:</b> <u>107.7 FM</u>	<b>Date:</b> <u>5-15-24</u>
---	--------------------------------

I, Jim DeBoer  
being/on behalf of: State Rep. Nancy DeBoer  
a legally qualified candidate of the Republican  
political party for the office of: State Representative  
in the General  
election to be held on: Nov. 5, 2024  
do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Committee to Elect Nancy DeBoer

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:

James DeBoer

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**

5-15-24

Date

[Signature]

Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Signature]

Signature

Debra Carpenter

Printed Name

Sales

Title

Political-Nancy DeBoer Joy99 & JW



From: Debra Carpenter  
 Phone: (616) 836-7279  
 Email: debra@joy99.com  
 5/14/2024 11:55 AM

	Daypart	Notes	Spots	Length	Unit Rate	Net Reach	Frequency	Gls	Total Cost
<b>WJCK-FM (continued)</b>									
	M-Tu 3P-7P		4	15	\$27.00	5,100	1.4	7,200	\$108.00
<b>WPNW-AM</b>			<b>34</b>		<b>\$11.00</b>	<b>500</b>	<b>0.0</b>	<b>0</b>	<b>\$374.00</b>
Flight A-D - 6 wks (09/23, 09/30, 10/07, 10/14, 10/21, 10/28)									
			30		\$11.00	400	0.0	0	\$330.00
<b>One Week Total</b>			<b>5</b>		<b>\$11.00</b>	<b>100</b>	<b>0.0</b>	<b>0</b>	<b>\$55.00</b>
	M-F 6A-10A		5	30	\$11.00	100	0.0	0	\$55.00
Election Week - 1 wk (11/04)									
			4		\$11.00	100	0.0	0	\$44.00
<b>One Week Total</b>			<b>4</b>		<b>\$11.00</b>	<b>100</b>	<b>0.0</b>	<b>0</b>	<b>\$44.00</b>
	M-Tu 6A-10A		2	30	\$11.00	100	0.0	0	\$22.00
	M-Tu 3P-7P		2	30	\$11.00	100	0.0	0	\$22.00

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: GRAND RAPIDS: FEB24 (DEC-FEB) / JAN24 (NOV-JAN) / DEC23 (OCT-DEC) / MAR22 (JAN-MAR). Metro: Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.

Copyright © 2024 The Nielsen Company. All rights reserved.



Political-Nancy DeBoer Joy99 & JW



From: Debra Carpenter  
 Phone: (616) 836-7219  
 Email: [debra@joy99.com](mailto:debra@joy99.com)  
 5/14/2024 11:55 AM

Schedule Grand Totals: 7 Weeks

Stations	Spots	Unit Rate	Net Reach	Frequency	Gls	Total Cost
<b>Radio Total</b>	<b>67</b>	<b>\$20.75</b>	<b>35,700</b>	<b>2.7</b>	<b>96,900</b>	<b>\$1,805.00</b>
<b>WJQC-FM</b>	<b>53</b>	<b>\$27.00</b>	<b>35,300</b>	<b>2.7</b>	<b>96,900</b>	<b>\$1,431.00</b>
<b>WPNW-AM</b>	<b>34</b>	<b>\$11.00</b>	<b>500</b>	<b>0.0</b>	<b>0</b>	<b>\$374.00</b>

Accepted by Station

Date

Accepted by Client

Date

5-15-24

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.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: GRAND RAPIDS; FEB24 (DEC-FEB) / JAN24 (NOV-JAN) / DEC23 (OCT-DEC) / MAR22 (JAN-MAR); Metro; Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.

Copyright © 2024 The Nielsen Company. All rights reserved.



## Detailed Sourcing Summary

Radio Market: GRAND RAPIDS

Survey: Average of Nielsen Radio February 2024 (December - February), Nielsen Radio January 2024 (November - January), Nielsen Radio December 2023 (October - December), Nielsen Radio March 2022 (January - March)

Geography: Metro  
Daypart: Multiple Dayparts Used

### Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 21+ (Primary)	694,000	6,072

Stations: User Selected  
Additional:  
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: [http://www.arb.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arb.com/downloads/MRC_Accredited_Services_Markets.pdf)

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cumc) growth model.

Ascription Website: <http://ascription.nielsen.com>  
Rating Reliability Estimator: <https://re.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/CB8/2024/FEB/0127/ndts/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/CB8/2024/JAN/0127/ndts/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/CB8/2023/DEC/0127/ndts/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/CB8/2022/MAR/0127/ndts/SpecialNotices.pdf>

Report Copyright 2008 Nielsen. Software Copyright 2008-2020 Nielsen. Nielsen Radio Data Copyright 2022-2024 Nielsen. All rights reserved. For use pursuant to a license from The Nielsen Company. Subject to the limitations and qualifications disclosed in the data and reports.

TAPSCAN is a mark of TAPSCAN Inc. used under license. Nielsen and the Nielsen logo are trademarks or registered trademarks of C2T/ACN Trademarks, L.L.C.

Copyright © 2024 The Nielsen Company. All rights reserved.

Lanser Broadcasting

Advertiser: Nancy DeBoer  
 Order #: 2443836417537  
 Date Entered: 05/15/2024  
 Last Modified: 05/15/2024  
 Product: General Election 2024  
 Salesperson: Deb Carpenter  
 Billing Cycle: Calendar Month  
 Estimate #:

Nancy DeBoer  
 124 N. Capitol Ave.  
 Lansing, Michigan 48909

**Order Date Range: 09/23/2024 through 11/05/2024 (7 weeks)**  
**Media Outlets: WJQK-FM, WPNW-AM**

**On-Air Schedule**

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	09/23/24-09/27/24	WJQK-FM	06:00AM-10:00AM	30	1	1	1	1	1	-	-	5	27.00	5	135.00
2	09/30/24-10/11/24	WJQK-FM	06:00AM-10:00AM	30	1	1	1	1	1	-	-	5	27.00	10	270.00
3	09/30/24-10/11/24	WJQK-FM	03:00PM-07:00PM	30	1	1	1	1	1	-	-	5	27.00	10	270.00
4	10/14/24-11/01/24	WJQK-FM	06:00AM-10:00AM	30	1	1	1	1	1	-	-	5	27.00	15	405.00
5	10/28/24-11/01/24	WJQK-FM	03:00PM-07:00PM	30	1	1	1	1	1	-	-	5	27.00	5	135.00
6	11/04/24-11/05/24	WJQK-FM	06:00AM-10:00AM	30	2	2	-	-	-	-	-	4	27.00	4	108.00
7	11/04/24-11/05/24	WJQK-FM	03:00PM-07:00PM	30	2	2	-	-	-	-	-	4	27.00	4	108.00
8	09/23/24-11/01/24	WPNW-AM	06:00AM-10:00AM	30	1	1	1	1	1	-	-	5	11.00	30	330.00
9	11/04/24-11/05/24	WPNW-AM	06:00AM-10:00AM	30	1	1	-	-	-	-	-	2	11.00	2	22.00
10	11/04/24-11/05/24	WPNW-AM	03:00PM-07:00PM	30	1	1	-	-	-	-	-	2	11.00	2	22.00

**Station Totals**

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Net Billing
WJQK-FM	53	0	0	0	\$1,431.00	\$1,431.00
WPNW-AM	34	0	0	0	\$374.00	\$374.00
<b>Totals</b>	<b>87</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$1,805.00</b>	<b>\$1,805.00</b>

**Total Charges: \$1,805.00**  
**Total Net: \$1,805.00**

Thank you for your Investment!

**Projected Billing By Calendar Month**

Month	Year	Gross Billing	Net Billing
September	2024	\$255.00	\$255.00
October	2024	\$1,225.00	\$1,225.00
November	2024	\$325.00	\$325.00
<b>Totals</b>		<b>\$1,805.00</b>	<b>\$1,805.00</b>

Accepted for Lanser Broadcasting

Accepted for advertiser OR agency as agent for the advertiser

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Title