

# POLITICAL ADVERTISING RATES

WMGH-FM, Tamaqua, PA

WLSH, Lansford, PA

April 1, 2017

Phone: 570-645-2105

FAX: 570-645-2159

Email: wmghwls@ptd.net

## WMGH-FM Rates

6 AM to 10 AM	:30 or :60	\$15.00 per commercial
10 AM to 3 PM	:30 or :60	\$10.00 per commercial
3 PM to 7 PM	:30 or :60	\$12.00 per commercial
7 PM to Midnight	:30 or :60	\$10.00 per commercial
6 AM to 7 PM	:30 or :60	\$15.00 per commercial
News / Traffic / Weather sponsorship	:30 or :60	\$19.00 per sponsorship
Experience the Outdoors show	:30 or :60	\$20.00 per commercial
Time Checks	:10 seconds	\$7.00 per time check

## WLSH Rates

6 AM to 10 AM	:30 or :60	\$11.00 per commercial
10 AM to 3 PM	:30 or :60	\$7.00 per commercial
3 PM to 7 PM	:30 or :60	\$12.00 per commercial
7 PM to Midnight	:30 or :60	\$6.00 per commercial
6 AM to 7 PM	:30 or :60	\$10.00 per commercial
News / Traffic / Weather sponsorship	:30 or :60	\$12.00 per sponsorship
Experience the Outdoors show	:30 or :60	\$15.00 per commercial
Dutch Trader / Coal Region Connections	:30 or :60	\$7.00 per commercial

*Rates shown are lowest unit rate and are :30's or :60's unless otherwise shown.*

*Rates shown are gross rates.*

*Other dayparts may be available.*

*All political advertising must be paid for in advance unless done through an approved agency – (agency orders are payable on a weekly basis).*

*All advertising is subject to management approval.*

*Appropriate FCC / NAB forms must be completed before any political ads may run.*

# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☐ FEDERAL CANDIDATE☒ <sup>COUNTY</sup> 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> AM 1410 WLSH 2147 Market St., Nesquehoning, PA. 18240	<b>Date:</b> 4/17/17
--	-------------------------

I, Deborah J. Gigliotti,  
being/on behalf of: Myself, a legally  
qualified candidate of the Democrat Party political  
party for the office of: Register of Wills + Clerk of Orphans Court  
in the County of Carbon (Pennsylvania) Primary Election  
election to be held on: Tuesday, May 17, 2017  
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
: 60 Seconds	10AM-3PM	Saturday, May 6	\$15.00	2	1
: 60 Seconds	6AM-8PM	Monday, May 15	\$15.00	4	1
		Tuesday, May 16			
		Friday			
SEE ORDER # 3085-002 ATTACHED					

**Total Charges:** \$90.00

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

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

The Candidate (Deborah J. Gigliotti)

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:

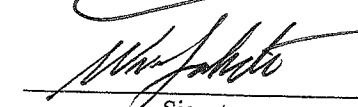
Deborah J. Gigliotti

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).

**To Be Signed By Candidate or Authorized Committee**

4/17/17      Deborah J. Gigliotti  
Date      Signature

**To Be Signed By Station Representative**

<input checked="" type="checkbox"/> <b>Accepted</b>	<input type="checkbox"/> <b>Accepted in Part</b>	<input type="checkbox"/> <b>Rejected</b>
<u></u> Signature	<u>WILLIAM LUKATSI</u> Printed Name	<u>STATION MANAGER</u> Title
<u>Ronald J. Meleski</u>	<u>Ronald J. Meleski</u>	<u>Account Executive</u>



**WLSH AM 1410**  
2147 Market Street  
Nesquehoning, PA 18240  
570-645-3123

DEBORAH GIGLIOTTI  
83 POLAR COURT  
SUMMIT HILL, PA 18250

## AM 1410 WLSH-AM Order Confirmation

**OrderID: 3085-002**

Sponsor: Gigliotti for Carbon County Register of Wills  
Product: Gigliotti for Carbon County Register of Wills  
Estimate/PO: Carbon Cty Safety Day  
AccountRep: Ron Meleski  
BillingCycle: Broadcast Month  
InvoiceType: Detail  
Run Dates: 5/6/2017 - 5/15/2017  
Items Ordered: 06  
Gross Amount: 90.00  
Discounts: 0.00  
Agency Commission: 0.00  
Net Amount: 90.00

**Scheduled Station(s): WLSH-AM**  
Gigliotti for Carbon County Register of Wills

Printed 4/18/2017 8:27:22 AM

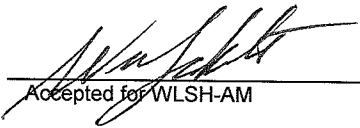
Page 1

Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Description	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 5/6/2017 - 5/7/2017	All Weeks	10:00 AM - 03:00 PM						2		2	:60	Spot		2433	2	15.00	30.00
02 5/8/2017 - 5/14/2017	All Weeks	06:00 AM - 08:00 PM								2	:60	Spot		2433	2	15.00	30.00
03 5/15/2017 - 5/15/2017	All Weeks	06:00 AM - 08:00 PM	2							2	:60	Spot		2433	2	15.00	30.00

**Broadcast Month Projected Billing:**

Apr-17	0.00	May-17	90.00	Jun-17	0.00	Q2-2017	90.00
--------	------	--------	-------	--------	------	---------	-------

Confirmed Correct; Payment Guaranteed

  
Accepted for WLSH-AM

## 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:**

WLSH, LANSFORD, PA

**Date:**

5/15/17

I, HELEN TOROK,

being/on behalf of: \_\_\_\_\_,

a legally qualified candidate of the DEMOCRATIC

political party for the office of: Lehigh Valley Borough Council

in the PRIMARY

election to be held on: TUESDAY, MAY 16<sup>th</sup>

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:

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:

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***

5/12/2017 Shen Towr  
Date Signature


***To Be Signed By Station Representative***

☒ Accepted

☐ **Accepted in Part**

☐ **Rejected**

**To Be Signed By Station Representative**

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
	WILLIAM LAMOTAS	STATION MGR
_____ Signature	_____ Printed Name	_____ Title

### WMGH / WLSH INSERTION ORDER

Customer #: NEW CUSTOMER

Station: WL SH

Sales Rep: Lakatas



LOG TITLE: **Torok for Lehighton Borough Council**

CO-OP: ☐ Yes

**Exact Times:**

Run Dates: Start Date: 05/15/17

End Date: 05/16/17

PRODUCT: 78 = Collectibles / Antiques

Billing Name: Helen Torok

**Billing Cycle:**

Address: 261 S. 3rd St.

Weekly:

Apt. #5

Calendar Month:

City, State, Zip: Lehigh, PA 18235

Broadcast Month:

End of Run: XXX

Other:

Contact Name: Helen Torok

Trade:

Email:

Phone #: 610-349-4590

Prepay: YES

Fax #:

Notes: Dutch Trader show / All Request and Dedication Show

Check #:

Democratic Candidate for Council

Order Total:

Gross: \$42.00

Agency:

Net **\$42.00**

Total Number of Spots:

6

CART #:

6098

[illegible]

J-System Franchising Corp., the licensee of radio stations WMGH-FM, Tamaqua, PA and WLSH, Lansford, PA, does not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate, or has the effect of discriminating, on the basis of race, gender or any particular language being Broadcast, whether handwritten, typed or otherwise made a part of any such advertising contract, is hereby declared null and void.

These stations do 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 broadcast air time under any advertising sales contracts 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.

Date Signed: 5.13.17

Customer Signature: **Helen Torok (phone call 5/13/17 @ 2:45 PM)**

Sales Rep Signature: **Lakatas**



**WLSH AM 1410**  
2147 Market Street  
Nesquehoning, PA 18240  
570-645-3123

HELEN TOROK  
261 S. 3RD ST  
LEHIGHTON, PA 18235

## AM 1410 WLSH-AM Order Confirmation

**OrderID: 3091-001**

Sponsor: Torok for Lehighon Borough Council  
Product: Torok for Lehighon Borough Council  
Estimate/PO: Dutch Trader/All Request & Dedication Show  
AccountRep: Bill Lakatas  
BillingCycle: Broadcast Month  
InvoiceType: Detail  
Run Dates: 5/15/2017 - 5/16/2017  
Items Ordered: 06  
Gross Amount: 42.00  
Discounts: 0.00  
Agency Commission: 0.00  
Net Amount: 42.00

### Scheduled Station(s): WLSH-AM Torok for Lehighon Borough Council

Printed 5/15/2017 1:37:31 PM

Page 1

Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Description	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 5/15/2017 - 5/16/2017	All Weeks	01:00 PM - 02:00 PM	1							1	:60	Spot		6098	1	7.00	7.00
02 5/15/2017 - 5/16/2017	All Weeks	02:00 PM - 03:00 PM	1							1	:60	Spot		6098	1	7.00	7.00
03 5/15/2017 - 5/16/2017	All Weeks	03:00 PM - 04:00 PM	1							1	:60	Spot		6098	1	7.00	7.00
04 5/15/2017 - 5/16/2017	All Weeks	09:00 AM - 10:00 AM		1						1	:60	Spot	DT	6098	1	7.00	7.00
05 5/15/2017 - 5/16/2017	All Weeks	11:00 AM - 12:00 PM		1						1	:60	Spot	AD	6098	1	7.00	7.00
06 5/15/2017 - 5/16/2017	All Weeks	12:00 PM - 01:00 PM		1						1	:60	Spot	AD	6098	1	7.00	7.00

#### Broadcast Month Projected Billing:

Apr-17	0.00	May-17	42.00	Jun-17	0.00	Q2-2017	42.00
--------	------	--------	-------	--------	------	---------	-------

Confirmed Correct; Payment Guaranteed

Accepted for WLSH-AM