

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Strategic Media Placement, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➔

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

BERNIE MORENO

Authorized committee:

BERNIE MORENO FOR SENATE

Agency requesting time (and contact information):

N/A Strategic Media Placement

Candidate's political party:

REPUBLICAN

Office sought (no acronyms or abbreviations):

US SENATE - OHIO

Date of election:

20240319

General

Primary

Treasurer of candidate's authorized committee:

PAUL KILGORE, TREASURER

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.

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:

A BRANT FINK

Digitally signed by A BRANT FINK
Date: 2023.11.08 08:58:13 -05'00'

Signature:

Name:

Scott Cowan

Name: BRANT FINK

Date of Request to Purchase Ad Time: 20240308

Date of Station Agreement to Sell Time: 3/12/24

WMFD

3-14-24 to 3-19-24

\$557.18

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:
A BRANT FINK

Digitally signed by A BRANT FINK
Date: 2023.11.08 08:58:42 -05'00'

Name: BRANT FINK

Date: 20240308

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 (optional): _____

*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 #: 2460TV	Station Call Letters: WMFD-TV	Date Received/Requested: 3/2/24
Est. #: 7055	Station Location: Mansfield, OH	Run Start and End Dates: 3/19 - 3/19/24

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.

New Order

03/14/2024
03/19/2024

Agency: Strategic Media Placement Station: WMFD-TV
 Office: Delaware Order Type: Normal
 Client: 1622 - OH - BERNIE MORENO FOR SENATE Cancel Date:
 Product: 2460 - TV
 Piggyback Product:
 Estimate: 7055 - OH - Moreno for Senate - 3/11/2024 3:02:21 PM
 Received in ePort:

Primary Demo: A35+ Local/National: Local
 Demo 2: Rep Office: WMFD-TV
 Demo 3: AE: Scott Goodwin
 GRP: 41.00 Phone: 13287096
 CPP: \$15.99 OrderID:
 GIMP: 0
 CPM: \$0.00

Comments: 15 SECOND BOOKENDS Separation: 30 PopulationBuyType: CPP
 Airtime Dollars: \$655.50
 Interactive Dollars: \$0.00
 Non-Airtime Dollars: \$0.00
 Total Dollars: \$655.50
 Total Spots: 34
 MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	Spots					A35+		CPM
						3/15	3/16	3/17	3/18	3/19	Rtg	Imp	
1	FMTuWTh 6:30 AM-8:00 AM AM NEWS	EM	\$11.50	C	15	2	0	0	2	2	6	1.00	\$11.50
1Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - average of Good Morning Cleveland Mo-Fr 6a													
2	FMTuWTh 12:00 PM-12:30 PM NOON NEWS	DT	\$11.50	C	15	2	0	0	2	2	6	1.00	\$11.50
1Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - average of 12pm news													
3	FMTuWTh 5:00 PM-7:00 PM EVENING NEWS	EN	\$17.25	C	15	4	0	0	4	0	8	1.50	\$11.50
1Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - average of News 5 Mo-Fr 5p													
4	FMTuWTh 10:00 PM-12:00 AM LATE NEWS	RT	\$17.25	C	15	2	0	0	4	0	6	1.50	\$11.50
1Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - average of News 5 Mo-Su 11p													
5	FSaSuMTuWTh 12:00 PM-12:00 AM LIVE HS SPORTS	RT	\$34.50	C	15	0	4	4	0	0	8	1.00	\$34.50

ORDER



Orders
Order / Rev: 16924
Alt Order #:
Product Desc: 2460 TV
Estimate: 7055
Flight Dates: 03/14/24 - 03/19/24
Original Date / Rev: 03/12/24 / 03/12/24
Order Type: GENERAL

WMFD-TV 68
Primary AE: Scott Goodwin
Sales Office: LOC
Sales Region: Local

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact: Brant Fink
 7669 Stagers Loop
 Delaware, OH 43015

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

Advertiser Name: Bernie Moreno for Senate
Demographic: HH
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: GEN
Revenue Code 3: GEN
Priority: P-04

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

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
02/26/24	03/19/24	34	\$655.50	\$557.18	March 2024	34	\$655.50	\$557.17	0.00
					Totals	34	\$655.50	\$557.17	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Scott Goodwin			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	WMFD	03/14/24	03/19/24	Early Morning (M-F) Early Morning 6a-8a	CM	6:30 AM-8:00 AM (6:30 AM-8:00 AM)	22--2--	:15/15	6	\$11.50	P-04	0.00	BK	6	\$69.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/11/24	03/17/24	----2--		2		\$11.50		0.00					
		Week: 03/18/24	03/24/24	22-----		4		\$11.50		0.00					
N 2	WMFD	03/14/24	03/19/24	M-F 12p-1230p Local News M-F 12p-1230p	CM	12p-1230p	22--2--	:15/15	6	\$11.50	P-04	0.00	BK	6	\$69.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/11/24	03/17/24	----2--		2		\$11.50		0.00					
		Week: 03/18/24	03/24/24	22-----		4		\$11.50		0.00					
N 3	WMFD	03/14/24	03/19/24	Early News 5p-7p (M-F) M-F 5p-7p	CM	5p-7p	4---4--	:15/15	8	\$17.25	P-04	0.00	BK	8	\$138.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/11/24	03/17/24	----4--		4		\$17.25		0.00					
		Week: 03/18/24	03/24/24	4-----		4		\$17.25		0.00					
N 4	WMFD	03/14/24	03/19/24	Late News M-F 10p-12a M-F 10p - 12a	CM	10p - 12a	4---2--	:15/15	6	\$17.25	P-04	0.00	BK	6	\$103.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/11/24	03/17/24	----2--		2		\$17.25		0.00					
		Week: 03/18/24	03/24/24	4-----		4		\$17.25		0.00					
N 5	WMFD	03/14/24	03/15/24	HS Basketball LIVE Game HS Basketball Live Game	CM	12a-12xm	---4---	:15/15	4	\$34.50	P-04	0.00	BK	4	\$138.00

Order / Rev: 16924
 Alt Order #:
 Flight Dates: 03/14/24 - 03/19/24

Advertiser: Bernie Moreno for Senate
 Product Desc: 2460 TV
 Estimate: 7055

WMFD-TV 68

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/24	03/17/24	----4---		4				\$34.50		0.00			
N 6	WMFD	03/14/24	03/15/24	HS Basketball Replay G	CM	12a-12xm	----4--	:15:15	4	\$34.50	P-04	0.00	BK	4	\$138.00
				HS Basketball Replay Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/24	03/17/24	----4--		4				\$34.50		0.00			
													Totals	34	\$655.50