



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: <u>Townsquare</u> <u>WFRG</u>	Date: <u>11/1/23</u>
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I, Professional Media Services,
 being/on behalf of: Michael Galime,
 a legally qualified candidate of the Republican
 political party for the office of: City of Utica - Mayor
 in the General
 election to be held on: Nov 7, 2023

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$ 852

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

Michael Galine

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:

Wayne Brooks

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

11/1/23

Date

Michele Zegarelli

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Colleen Bullock
Signature

Colleen Bullock
Printed Name

11/2/23
Title



215 Leland Ave, Suite 102, Utica, NY 13502
 (315) 797-8236 Fax: (315) 724-8094

Today's Date: 11/1/23

Radio Advertising Order

Destination: WFRG-FM

Client: MIKE FOR MAYOR

Spot Title:

Start Date: 11/3/23 End Date: 11/7/23

Co-op: N

Please confirm receipt of this order to Lisa Militano
 [Lisa@promediaonline.com] or Michele Zegarelli
 [michele@promediaonline.com] by email or fax [(315) 724-8094] as
 soon as possible.

WFRG-FM

11/3/23-11/7/23

Start - End	Days	Day Part	Frequency	Quantity	Length	Cost	Program	Notes
11/3/23 - 11/7/23	M T U F	6A-10A	2 X per DAY	6	:60	\$180.00	AM DRIVE	
11/3/23 - 11/7/23	M T U F	10A-3P	4 X per DAY	12	:60	\$360.00	MIDDAY	
11/3/23 - 11/6/23	M F	3P-7P	4 X per DAY	8	:60	\$240.00	MIDDAY/ DRIVE	
11/4/23 - 11/5/23	SAT SUN	10A-3P	4 X per DAY	8	:60	\$72.00	MIDDAY/ DRIVE	

Start - End	Days	Day Part	Frequency	Quantity	Length	Cost	Program	Notes
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34

\$852.00

Avg
Cost/Spot:
\$25.06

~~Less 15%~~ $- 127.80$

 724.20

CONTRACT



WLZW-FM
 9418 River Road
 Marcy, NY 13403
 (315) 768-9500

<u>Contract / Revision</u> 4426794 / 1		<u>Alt Order #</u>
<u>Advertiser</u> Mike for City of Utica Mayor		<u>Original Date / Revision</u> 11/01/23 / 11/01/23
<u>Contract Dates</u> 11/03/23 - 11/07/23	<u>Estimate #</u>	
<u>Product</u> Political		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WLZW-FM	<u>Account Executive</u> House Utica	<u>Sales Office</u> Local Utica
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Professional Media Services
 215 Leland Avenue, Suite 102
 Utica, NY 13502

WLZW-FM - 4426794A												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type Spots	Amount	
1	WLZW	11/03/23	11/07/23	M-F AM Drive	6a-10a		1:00			NM	6	\$102.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	----2--				2	\$17.00			
Week:		11/06/23	11/12/23	22-----				4	\$17.00			
2	WLZW	11/03/23	11/07/23	M-F Midday	10a-3p		1:00			NM	12	\$204.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	----4--				4	\$17.00			
Week:		11/06/23	11/12/23	44-----				8	\$17.00			
3	WLZW	11/03/23	11/06/23	M-F PM Drive	3p-7p		1:00			NM	8	\$136.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	----4--				4	\$17.00			
Week:		11/06/23	11/12/23	4-----				4	\$17.00			
4	WLZW	11/04/23	11/05/23	Sa-Su Midday	10a-3p		1:00			NM	8	\$64.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	-----44				8	\$8.00			
Totals											34	\$506.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/23 - 11/07/23	34	\$506.00	(\$75.90)	\$430.10
Totals	34	\$506.00	(\$75.90)	\$430.10

WFRG-FM - 4426794B												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type Spots	Amount	
1	WFRG	11/03/23	11/07/23	M-F AM Drive	6a-10a		1:00			NM	6	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	----2--				2	\$30.00			
Week:		11/06/23	11/12/23	22-----				4	\$30.00			
2	WFRG	11/03/23	11/07/23	M-F Midday	10a-3p		1:00			NM	12	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	----4--				4	\$30.00			
Week:		11/06/23	11/12/23	44-----				8	\$30.00			
3	WFRG	11/03/23	11/06/23	M-F PM Drive	3p-7p		1:00			NM	8	\$240.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WLZW-FM
 9418 River Road
 Marcy, NY 13403
 (315) 768-9500

Contract / Revision	Alt Order #
4426794 / 1	

Advertiser	Original Date / Revision
Mike for City of Utica Mayor	11/01/23 / 11/01/23

Contract Dates	Product	Estimate #
11/03/23 - 11/07/23	Political	

WFRG-FM - 4426794B

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	----4--				4	\$30.00			
Week:		11/06/23	11/12/23	4-----				4	\$30.00			
4	WFRG	11/04/23	11/05/23	Sa-Su Midday	10a-3p		1:00			NM	8	\$72.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	-----44				8	\$9.00			
Totals											34	\$852.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/23 - 11/07/23	34	\$852.00	(\$127.80)	\$724.20
Totals	34	\$852.00	(\$127.80)	\$724.20

Contract Totals 68 \$1,358.00

Signature: _____ Date: _____

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KEN ROSER, JR.
PROFESSIONAL MEDIA SERVICES, INC.
215 LELAND AVE. STE. 102
UTICA, NY 13502



ADIRONDACK BANK
136 ORISKANY BLVD.
WHITESBORO, NY 13482

50-7170/2213



11/1/23

\$1154³⁰

DOLLARS

PAY TO THE
ORDER OF

Townsquare Media
Eleven hundred fifty-four and ³⁰/₁₀₀

MEMO

WFRG
WLZW > Galime



Roxanne Row

AUTHORIZED SIGNATURE

~~⑆021547⑆ ⑆221377709⑆ ⑆0750002298⑆~~