

**ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM**

I, Michael Balboni, 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: COALITION FOR QUALITY LONG TERM CARE, INC.

Agency name:

Address: 519 8th Ave, NY, NY 10018

Contact: MICHAEL BALBONI

Phone number: 516-567-0345

Email: MBALBONI@GNYHCFA.ORG

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: Coalition for Quality Long Term Care, Inc.

Address: 519 8th Avenue, 16th Floor, New York, NY

Contact: Michael Balboni

Phone number: 516-567-0345

Email: mbalboni@gnyhcfa.org

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Michael Balboni - Executive Director
Jeremy Strauss - Director
Edward Farberblum - Director
Efraim Steif - Director
Pat DeBenidictus - Chairman and President
Shimon Pelman

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:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

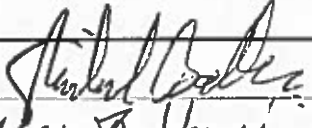

Date of election:

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: 	Signature: 
Name: <u>Michael Balboui</u>	Name: Doug Catalanello
Date of Request to Purchase Ad Time: <u>11/23/21</u>	Date of Station Agreement to Sell Time:

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: 11/23/2021

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <u>1993641</u>	Station Call Letters: WINS-AM and WNEW-FM HD3	Date Received/Requested: <u>11/23/2021</u>
Est. #:	Station Location: New York, NY	Run Start and End Dates: <u>11/27/2021-12/01/2021</u>

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.

ORDER

Orders
Order / Rev: 1993641
Alt Order #:
Product Desc: 2021 Radio
Estimate:
Flight Dates: 11/27/21 - 12/01/21
Original Date / Rev: 11/23/21 / 11/23/21
Order Type: GENERAL

New York WINS-AM

Primary AE: Susan Sharaby
Sales Office: L-NY
Sales Region: Local

Agency
Name: Coalition for Quality Long Term Care I
Buying Contact: Michael Balboni
Billing Contact: Michael Balboni
 519 8th Avenue 16th Floor
 New York, NY 10018

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser
Name: Coalition for Quality Long Term Care I
Demographic: M25-54
Product Codes: Advocacy/Public Affairs
Revenue Code 1: DIR
Revenue Code 2: GEN
Revenue Code 3: GEN
Priority: FULL

New Business Thru:
Advertiser External ID: 208322
Agency External ID: 186198
Unit Code: General
Order Separation: 00:45:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/21	11/28/21	12	\$2,826.00	\$2,826.00
11/29/21	12/01/21	30	\$16,107.00	\$16,107.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2021	12	\$2,826.00	\$2,826.00	0.00
December 2021	30	\$16,107.00	\$16,107.00	0.00
Totals	42	\$18,933.00	\$18,933.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Susan Sharaby	L-NY	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	WINS	11/29/21	12/01/21	M-F 6a-10a M-F 6a-10a	CM	6a-10a	-----	1:00	0	\$920.00	FULL	0.00	NM	6	\$5,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/29/21	12/05/21	MTW----	6		\$920.00		0.00						
N 2	WINS	11/29/21	12/01/21	M-F 10a-3p M-F 10a-3p	CM	10a-3p	-----	1:00	0	\$478.00	FULL	0.00	NM	9	\$4,302.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/29/21	12/05/21	MTW----	9		\$478.00		0.00						
N 3	WINS	11/29/21	12/01/21	M-F 3p-7p M-F 3p-7p	CM	3p-7p	-----	1:00	0	\$549.00	FULL	0.00	NM	9	\$4,941.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/29/21	12/05/21	MTW----	9		\$549.00		0.00						
N 4	WINS	11/29/21	12/01/21	M-F 7p-12a M-F 7p-12m	CM	7p-12m	-----	1:00	0	\$224.00	FULL	0.00	NM	6	\$1,344.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/29/21	12/05/21	MTW----	6		\$224.00		0.00						
N 5	WINS	11/27/21	11/28/21	M-Su ROS 6:00 AM-8:00 PM	CM	6:00 AM-8:00 PM (6:00 AM-8:00 PM)	-----S-	1:00	6	\$306.00	FULL	0.00	NM	6	\$1,836.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/22/21	11/28/21	-----S-	6		\$306.00		0.00						
N 6	WINS	11/27/21	11/28/21		CM	6:00 AM-8:00 PM	-----S	1:00	6	\$165.00	FULL	0.00	NM	6	\$990.00

New York WINS-AM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-Su ROS											
				6:00 AM-8:00 PM		(6:00 AM-8:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/22/21	11/28/21	-----S		6				\$165.00		0.00			
													Totals	42	\$18,933.00