

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Jacquelyn McMiller, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Jacquelyn McMiller

Authorized committee:

Jacquelyn McMiller for Mayor

Agency requesting time (and contact information):

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

Mayor

Date of election:

11/3/20

General

Primary

Treasurer of candidate's authorized committee:

Lulla McMiller

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 (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.

Candidate/Committee/Agency

Signature:

Jacquelyn McMiller

Name: Jacquelyn McMiller

Date of Request to Purchase Ad Time: 10/12/20

Station Representative

Signature:

S. Kelly For DOS E. Puckett + Sensio Media

Name:

S. Kelly

Date of Station Agreement to Sell Time:

10/13/20

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: ATTACHED ORDER + PG 1

Name: JACQUELYN Mc MILLER

Date: 10/13/20

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No

Date ad received: 10/13/20

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:

*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 #: <u>10/14/20</u>	Station Call Letters: <u>WXICB-FM WWCN FM</u>	Date Received/Requested: <u>10/13/20</u>
Est. #: <u>- N/A</u>	Station Location: <u>FT MYERS FL</u>	Run Start and End Dates: <u>10/19/20 - 11/3/20</u>

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.



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

Sales Order

Stations: WXKB-FM, WWCN-FM Buyer: _____
 Contract Name: McMiller for Mayor Tax Schedule: _____ (None)
 Contract#: _____ (none) Agency Commission %: 0
 Start Date: 10/14/20 End Date: 11/03/20 Billing Cycle: Calendar
 Revenue Type: POLITICAL DIRECT Type: Cash Salesperson: 1348kbra Comm %: 7.50
 Advertiser: MCMILLER FOR MAYOR Salesperson: 1348jedw Comm %: 7.50
 Address: Attn: MATT JONES Makegood Policy: WITHIN CONTRACT DATES
2301 DUPREE ST
 City: FORT MYERS State: FL Zip: 33916
 Product Name: _____
 Competitive Code: 09 POLITICAL

WXKB-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	10/14/20	10/16/20		6:00 AM	7:00 PM	30			2	2	2			6	D	20.00	6	120.00	
2	10/17/20	10/18/20		6:00 AM	7:00 PM	30						2	2	4	D	12.00	4	48.00	
3	10/19/20	10/23/20		6:00 AM	7:00 PM	30	2	2	2	2	2			10	D	20.00	10	200.00	
4	10/24/20	10/25/20		6:00 AM	7:00 PM	30						2	2	4	D	12.00	4	48.00	
5	10/26/20	10/30/20		6:00 AM	7:00 PM	30	2	2	2	2	2			10	D	20.00	10	200.00	
6	10/31/20	11/01/20		6:00 AM	7:00 PM	30						2	2	4	D	12.00	4	48.00	
7	11/02/20	11/03/20		6:00 AM	7:00 PM	30	2	2						4	D	20.00	4	80.00	

No	DATES		INVENTORY TYPE	ORDER BY	QTY	PRICING STRUCTURE	RATE	TOTAL
	START	END						
1	10/14/20	11/03/20	AUDIO - STREAMING SPOTS	SPOT	42	Per Item	\$5.00	\$210.00

New / Revised
 Revenue Type: POLITICAL DIRECT
 Salesperson Commission: 15.00%
 Daypart: M-S 12:00 AM-12:00 AM

TOTAL SPOT \$744.00 (42 SPOTS), ALTERNATIVE REVENUE \$210.00, GROSS \$954.00, NET \$954.00

WWCN-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	10/14/20	10/16/20		6:00 AM	7:00 PM	30			2	2	2			6	D	10.00	6	60.00	
2	10/17/20	10/18/20		6:00 AM	7:00 PM	30						2	2	4	D	5.00	4	20.00	
3	10/19/20	10/23/20		6:00 AM	7:00 PM	30	2	2	2	2	2			10	D	10.00	10	100.00	
4	10/24/20	10/25/20		6:00 AM	7:00 PM	30						2	2	4	D	5.00	4	20.00	
5	10/26/20	10/30/20		6:00 AM	7:00 PM	30	2	2	2	2	2			10	D	10.00	10	100.00	
6	10/31/20	11/01/20		6:00 AM	7:00 PM	30						2	2	4	D	5.00	4	20.00	
7	11/02/20	11/03/20		6:00 AM	7:00 PM	30	2	2						4	D	10.00	4	40.00	

No	DATES		INVENTORY TYPE	ORDER BY	QTY	PRICING STRUCTURE	RATE	TOTAL
	START	END						
2	10/14/20	11/03/20	AUDIO - STREAMING SPOTS	SPOT	42	Per Item	\$5.00	\$210.00
New / Revised								
Revenue Type: POLITICAL DIRECT								
Salesperson Commission: 15.00%								
Daypart: M-S 12:00 AM-12:00 AM								

TOTAL SPOT \$360.00 (42 SPOTS), ALTERNATIVE REVENUE \$210.00, GROSS \$570.00, NET \$570.00

Billing Projections: By Month

	Oct 20	Nov 20
CA	1,310.00	214.00
ST	856.00	668.00

Print Spot Prices

Additional Notes: Client Signature x: _____

TOTAL SPOTS	84
SPOT TOTAL \$	1,104.00
ALTERNATIVE REVENUE TOTAL \$	420.00
GROSS TOTAL \$	1,524.00
ADJUSTED SPOTS	84
ADJUSTED TOTAL \$	1,524.00

APPROVE DECLINE

- General Manager
- Sales Manager
- Interactive Sales Manager
- Business Manager

Sales Order

Stations: WXKB-FM, WWCN-FM Buyer: _____
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 Advertiser: _____ Makegood Policy: WITHIN CONTRACT DATES
 Address: _____
 City: _____ State: _____ Zip: _____
 Product Name: _____
 Competitive Code: _____

WXKB-FM

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7	11/02/20	11/03/20		6:00 AM	7:00 PM	30	2	2						4	D	10.00	4	40.00		

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