

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Emelia Rohl, 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: Emelia Rohl

Agency name: Platform Communications

Address: 701 E Washington Ave #201, Madison, WI 53703

Contact: Anthony Birch

Phone number: 262-352-0639

Email: ab@platform-communications.com

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: Wisconsin Realtors Advocacy Fund

Address: 4801 Forest Run Rd # 201 Madison, WI 53704

Contact: Wisconsin Homeowners Alliance

Phone number: 608-241-2047

Email: info@wisconsinhomeownersalliance.com

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.):

Mike Wittenwyler

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):

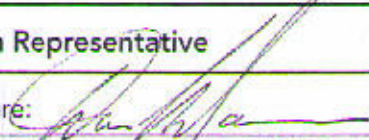
Date of election:

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: Emelia Rohl <small>Digitally signed by Emelia Rohl Date: 2023.08.18 11:32:26 -05'00'</small>	Signature: 
Name:	Name: DANE W. JENSEN
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 8/23/23

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: **8/24/23**

Note: Must have separate PB-19 forms 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:

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

Date and nature of follow-ups, if any:

Contract #: (SEE ATTACHED)	Station Call Letters: WKFX-FM	Date Received/Requested: 8/23/23
Est. #: (SEE ATTACHED)	Station Location: RICE LAKE, WI	Run Start and End Dates: 8/28-9/22/23

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.

WKFX
P.O. BOX 352
RICE LAKE, WI 54868 USA
715-736-9910

Client: WISCONSIN REALTORS ADVOCACY FUND
Order #: 9879-00003
Description:
Date Entered: 8/24/2023
P.O.#:
Salesperson: ACCOUNT, POLITICAL
Invoice Frequency: Billed at end of Media Month, Sorted by Date

PLATFORM COMMUNICATIONS
701 E. WASHINGTON, #201
MADISON, WI 53703

On-Air Schedule

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
8/28/2023	9/22/2023	WKFX-FM	08:00:00 to 10:00:00	Weekly	1:00	28	35.50	994.00	2	1	2	1	1	0	0
8/28/2023	9/22/2023	WKFX-FM	10:00:00 to 15:00:00	Weekly	1:00	28	35.50	994.00	1	1	1	2	2	0	0
8/28/2023	9/22/2023	WKFX-FM	15:00:00 to 19:00:00	Weekly	1:00	28	35.50	994.00	2	2	1	1	1	0	0

Order Start Date: 8/28/2023 Order End Date: 9/22/2023 Spots: 84 Total Charges: \$2,982.00
Combined Discounts: \$447.30
Total Net: \$2,534.70

Projected Media Month Billing Totals for WISCONSIN REALTORS ADVOCACY FUND / 9879-00003 :

	<u>Spot Count</u>	<u>Gross Billing</u>	<u>Combined Disc.</u>	<u>Net Billing</u>
September 2023	84	\$2,982.00	\$447.30	\$2,534.70
Total:	84	\$2,982.00	\$447.30	\$2,534.70

Confirmed & Accepted for WKFX By: _____

Accepted for PLATFORM COMMUNICATIONS By: _____

Please Sign and Return One Copy



Dane Jensen <danej@wjmcradio.com>

Re: Political Issue Rates

1 message

Emelia Rohl <er@platform-communications.com>

Wed, Aug 23, 2023 at 2:32 PM

To: Dane Jensen <danej@wjmcradio.com>

Cc: Anthony Birch <ab@platform-communications.com>, Rhyan Peed <rp@platform-communications.com>, Kathryn Kotowski <kk@platform-communications.com>

Hi there Dane,

I'm sorry I was calling you Dave earlier!

We're targeting specific legislative districts, so we'd like to keep the advertising to WAQE and WKFX.

There will be a different ad spot placed on each station. (These are 60-second issue based ads).

We'd be interested in moving forward with this proposal if it applies to issue based ads and if it's only Monday-Friday:

Both WAQE and WKFX have the same rate of \$35.50 for 60-second 6a-7p rotation. That means you will get 21x per week for 4 weeks (84x total) PER STATION, and the total investment is \$2,982 per station!

If the above proposal includes weekends we do not want to proceed.

Again, our budget for each station is \$3,000 to run a 60-second issue based ad during morning and evening drive times Monday-Friday for one month starting on August 28 - September 22.

I should have the final ad spots to you tomorrow.

I'm looping in Kathryn our VP of Finance to help close the loop on payment.

Feel free to send us over the schedule and invoice! If you have any questions or want to talk through something don't hesitate to call. You can reach me at (715) 808-4888.

Thanks for all of your help!

On Tue, Aug 22, 2023 at 10:33 AM Dane Jensen <danej@wjmcradio.com> wrote:

Emilia,

Thank you for reaching out to me on behalf of Wisconsin realtors Advocacy Fund! I am following up with a proposal to you based on your email here, and I have a couple questions, or need clarification for the schedules you want presented.

I did not see anywhere where you specified dayparts for the proposal. If we go with the standard 6a-7p equal rotation, then we have a budget for each station that will give you a lot more commercials for the 4 week flight, and that is good for the client!

Both WAQE and WKFX have the same rate of \$35.50 for 60-second 6a-7p rotation. That means you will get 21x per week for 4 weeks (84x total) PER STATION, and the total investment is \$2,982 per station!

My other question is if you looked at or considered WJMC-FM. This is our "Flagship Station" and has the greatest reach of adult listeners in the region over any station. A \$3,000 budget for 4 weeks will give you approximately 18-19 per week for the four weeks, a total of \$2,997 for 74x 60-second commercials.

THIS IS ALL BASED ON RUNNING 6A-TO-7P. For example, if you are looking for morning drive only, 6a-10a, then WAQE and WKFX will run 18x per week = 74 times total = \$3,071 per station.

If you can get to me the dayparts requested, then I can put together a proper proposal for you, within a day. Thank you again for your interest in our group of stations...I look forward to getting a formal proposal to you as soon as possible!