

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Mark Graul, 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:**

Agency name: Arena Strategy Group  
 Address: 320 N. Broadway Suite 220; Green Bay WI 54303  
 Contact: Mark Graul Phone number: 920-217-3524 Email: mgraul@arenastrategy.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 Infrastructure Investment Now, Inc.  
 Address: 4230 East Towne Blvd. #245; Madison WI 53704  
 Contact: Cynthia Buchko Phone number: 608-576-2920 Email: info@wisconsininfrastructure.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.):**

Board of Directors:	Executive staff:
Terry McGowan	Cynthia Buchko, general counsel
Tim Ptereson	Robb Kahl, Executive Director
Tom Schaitel	

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: <i>Mark Graul</i>	Signature: <i>Sarah Pugliese</i>
Name: Mark Graul	Name: Sarah Pugliese
Date of Request to Purchase Ad Time: 2.13.24	Date of Station Agreement to Sell Time: 2/14/24

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 2/14/24

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 #: <i>045402, 045407, 045370</i>	Station Call Letters: <i>KDAR-AM, KDKE-FM, KDOS-FM</i>	Date Received/Requested: <i>2/14/24</i>
Est. #: <i>2024</i>	Station Location: <i>Duquoin</i>	Run Start and End Dates: <i>2/15/24 to 3/10/24</i>

**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.

Station	Time	Rate	15	16	17(Sa)	18(Su)	19	20	21
KDAL-AM	6a-10a	58.82	2	2			2	2	2
KDAL-AM	10a-3p	47	2	2			2	2	2
KDAL-AM	3p-7p	47	2	2			2	2	2
KDAL-AM	6a-7p	29.41			2	2			
	<b>Totals:</b>		<b>6</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>6</b>	<b>6</b>	<b>6</b>
KQDS	6a-10a	117.65	3	3			3	3	3
KQDS	10a-3p	88.23							
KQDS	3p-7p	94.12							
KQDS	6a-7p	47							
	<b>Totals:</b>		<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>3</b>
KDKE	6a-10a	41.17	2	2			2	2	2
KDKE	10a-3p	47	2	2			2	2	2
KDKE	3p-7p	41.17	2	2			2	2	2
KDKE	6a-7p	25.53			2	2			
	<b>Totals:</b>		<b>6</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>6</b>	<b>6</b>	<b>6</b>

22	23	24 (Sa)	25(Su)	26	27	28	29	1	2(Sa)	3(Su)	4
2	2			2	2	2	2	2			2
2	2			2	2	2	2	2			2
2	2			2	2	2	2	2			2
		2	2								2
6	6	2	2	6	6	6	6	6	2	2	6
									2	2	
3	3			3	3	3	3	3			3
3	3	0	0	3	3	3	3	3	0	0	3
2	2			2	2	2	2	2			2
2	2			2	2	2	2	2			2
2	2			2	2	2	2	2			2
		2	2								2
6	6	2	2	6	6	6	6	6	2	2	6
									2	2	
									2	2	

5	6	Total Spots	Cost
2	2	30	1764.6
2	2	30	1410
2	2	30	1410
		12	352.92
<b>6</b>	<b>6</b>	<b>102</b>	<b>4937.52</b>
<b>3</b>	<b>3</b>	45	5294.25
		0	0
		0	0
		0	0
<b>3</b>	<b>3</b>	<b>45</b>	<b>5294.25</b>
2	2	30	1235.1
2	2	30	1410
2	2	30	1235.1
		12	306.36
<b>6</b>	<b>6</b>	<b>102</b>	<b>4186.56</b>

**TOTAL 14418.3**

# ORDER



**Orders**  
**Order / Rev:** 645468  
**Alt Order #:**  
**Product Desc:** 2024  
**Estimate:** Prepaid 2/14 CC #571781169 \$12255. \$  
**Flight Dates:** 02/15/24 - 03/10/24  
**Original Date / Rev:** 02/13/24 / 02/14/24  
**Order Type:** GENERAL

**KDKE-FM**  
**Primary AE:** House Duluth  
**Sales Office:** DULTH  
**Sales Region:** Local

**Agency**  
**Name:** Arena Strategy Group  
**Buying Contact:** Mark Graul  
**Billing Contact:**  
 320 North Broadway  
 Green Bay, WI 54303

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

**Advertiser**  
**Name:** Wisconsin Infrastructure Investment I  
**Demographic:** HH  
**Product Codes:** PL2  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** SEL

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:35:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/24	02/25/24	50	\$2,015.00	\$1,712.75
02/26/24	03/06/24	52	\$2,171.56	\$1,845.83

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rat
February 2024	50	\$2,015.00	\$1,712.75	0
March 2024	52	\$2,171.56	\$1,845.83	0
<b>Totals</b>	<b>102</b>	<b>\$4,186.56</b>	<b>\$3,558.58</b>	<b>0</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Duluth			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	Amou
N 1	KDKE	02/15/24	03/10/24	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MTWTF--	1:00	0	\$41.17	ANN	0.00	NM	30	\$1,235
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/24	02/18/24	---TF--		4				\$41.17		0.00			
		Week: 02/19/24	02/25/24	MTWTF--		10				\$41.17		0.00			
		Week: 02/26/24	03/03/24	MTWTF--		10				\$41.17		0.00			
		Week: 03/04/24	03/10/24	MTW----		6				\$41.17		0.00			
N 2	KDKE	02/15/24	03/10/24	M-F 10a-3p M-F 10a-3p	CM	10a-3p	MTWTF--	1:00	0	\$47.00	ANN	0.00	NM	30	\$1,410
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/24	02/18/24	---TF--		4				\$47.00		0.00			
		Week: 02/19/24	02/25/24	MTWTF--		10				\$47.00		0.00			
		Week: 02/26/24	03/03/24	MTWTF--		10				\$47.00		0.00			
		Week: 03/04/24	03/10/24	MTW----		6				\$47.00		0.00			
N 3	KDKE	02/15/24	03/10/24	M-F 3p-7p M-F 3p-7p	CM	3p-7p	MTWTF--	1:00	0	\$41.17	ANN	0.00	NM	30	\$1,235
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/24	02/18/24	---TF--		4				\$41.17		0.00			
		Week: 02/19/24	02/25/24	MTWTF--		10				\$41.17		0.00			
		Week: 02/26/24	03/03/24	MTWTF--		10				\$41.17		0.00			
		Week: 03/04/24	03/10/24	MTW----		6				\$41.17		0.00			
N 4	KDKE	02/15/24	03/10/24		CM	6a-7p	-----	1:00	0	\$25.53	ANN	0.00	NM	12	\$306

Order / Rev: 645468  
 Alt Order #:  
 Flight Dates: 02/15/24 - 03/10/24

Advertiser: Wisconsin Infrastructure Investment Nov  
 Product Desc: 2024  
 Estimate: Prepaid 2/14 CC #571781169 \$12255. \$  
 KDKE-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amou
				M-Su 6a-7p											
				M-Su 6a-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/24	02/18/24	-----SS					4	\$25.53		0.00			
		Week: 02/19/24	02/25/24	-----SS					4	\$25.53		0.00			
		Week: 02/26/24	03/03/24	-----SS					4	\$25.53		0.00			
		Week: 03/04/24	03/10/24	-----					0	\$29.41		0.00			
													Totals	102	\$4,186