

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Joseph J. Zavgli, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➡

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Joe Zavgli

Authorized committee:

Friends of Joe Zavgli

Agency requesting time (and contact information):

☐

N/A

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

ONONDAGA COUNTY FAMILY COURT JUDGE

Date of election:

November 7, 2023

☒

General

☐

Primary

Treasurer of candidate's authorized committee:

John P. Zavgli

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

Station Representative

Signature:

[Signature]

Signature:

[Signature]

Name:

Joseph J. Zavgli

Name:

Nick Maine

Date of Request to Purchase Ad Time:

10-12-23

Date of Station Agreement to Sell Time:

10/13/23

**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:



Name:

Joseph J. Zevaglia

Date:

10-12-23

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?



Yes



No

Date ad received:

10/13/23

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

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 #:

81118

Station Call Letters:

WKRL-FM

Date Received/Requested:

10/13/23

Est. #:

Station Location:

Syracuse NY

Run Start and End Dates:

10/25 - 11/7/23

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.

P.O.  
Judge Joe 07534

# JUDGE JOE ZAVAGLIA DIGITAL SOLUTION

## 3 Step Plan to Success:

1. OTT (Streaming Ads / Targeting Democratic & Republicans)
2. Programmatic Video (Targeting Democratic & Republicans)
3. Display Re-Targeting

## How it works:

- ✓ Run yours streaming ads directed at registered homes of Democrats and Republicans (OTT = Over the Top Video Streaming)
  - ✓ 50,000 Video ads served.
- ✓ Additionally target these voting profiles through video pre roll and online video ad space (Programmatic Video).
  - ✓ 28,500 Video ads served
- ✓ Re-target anyone who watches the ad all the way through on any website they visit with display ads.
  - ✓ 50,000 Retargeting ads.
- ✓ Reach the core and on the edge voting demographics when and where they consume entertainment.

Total Investment: \$5,000 Gross (+\$750 Video production fee for ad needed)  
\$4,887.50 Net

Authorization:



Date:

10/11/2023

As seen on Friends of Joe Zavgla  
For Knowledge Co. Family Court



P.O. Judge be 07533

# JUDGE JOE ZAVAGLIA MEDIA SOLUTION

## Radio Schedule

Market: Syracuse, NY

Demo: A18+

Pop: 527,100 Sample: 1,847  
ID: 00356-00

Station(s): WTKW FM / WTLA AM / WZUN FM / WKRL FM

(195) :30 commercials on-air  
(195) :30 streaming commercials

Reaching:  
111,533 voters 4.3 times!  
Receive 475,300 Impressions

\$3,000 Gross Investment

Authorization: *[Signature]*  
*As agent of friends of Joe Zavgla*  
Date: *10/11/2023*  
*pd.*

	Schedule	Description	Len	Spot	Rate	Wkly \$
WTKW FM	MoFr 6a-10a	AM Drive	30	11	30.00	330.00
	MoFr 10a-3p	MID Day	30	11	28.00	308.00
	MoFr 3p-7p	PM Drive	30	11	20.00	220.00
	SaSu 10a-7p	Weekend	30	11	12.00	132.00
WTLA AM	MoFr 6a-10a	AM Drive	30	15	11.00	165.00
	MoFr 10a-3p	MID Day	30	15	12.00	180.00
	MoFr 3p-7p	PM Drive	30	15	13.00	195.00
	SaSu 10a-7p	Weekend	30	18	5.00	90.00
WZUN FM	MoFr 6a-10a	AM Drive	30	10	16.00	160.00
	MoFr 10a-3p	MID Day	30	10	16.00	160.00
	MoFr 3p-7p	PM Drive	30	10	16.00	160.00
	SaSu 10a-7p	Weekend	30	10	6.00	60.00
WKRL FM	MoFr 6a-10a	AM Drive	30	12	24.00	288.00
	MoFr 10a-3p	MID Day	30	12	17.00	204.00
	MoFr 3p-7p	PM Drive	30	12	18.00	216.00
	SaSu 10a-7p	Weekend	30	12	11.00	132.00
Totals						
WTKW FM				44	22.50	990.00
WTLA AM				63	10.00	630.00
WZUN FM				40	13.50	540.00
WKRL FM				48	17.50	840.00
All Stations: 1 Week:				195	15.38	3,000.00
						111,533
					4.3	475.3



**CONTRACT**

**Galaxy Media Partners**  
**235 Walton Street**  
**Syracuse, NY 13202**  
**(315) 472-9111**

[www.krock.com](http://www.krock.com)

And:

**Dox Media**  
**Attention: Jim Doxtator**  
**4384 Pompey Center Rd**  
**Manlius, NY 13104**

<u>Contract / Revision</u> 81118 /		<u>Alt Order #</u>
<u>Product</u> Radio 2023		
<u>Contract Dates</u> 10/25/23 - 11/07/23		<u>Estimate #</u>
<u>Advertiser</u> Political - Friends of Joe Zavgaglia		<u>Original Date / Revision</u> 10/12/23 / 10/12/23
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WKRL-FM	<u>Account Executive</u> Nick Maine	<u>Sales Office</u> Syracuse/Utica
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WKRL	10/25/23	11/07/23	AM Drive	6a-10a		:30			NM	12	\$288.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	--WTF--				2	\$24.00			
	Week:	10/30/23	11/05/23	MTWTF--				4	\$24.00			
	Week:	11/06/23	11/12/23	MT-----				6	\$24.00			
N 2	WKRL	10/25/23	11/07/23	Midday	10a-3p		:30			NM	12	\$204.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	--WTF--				3	\$17.00			
	Week:	10/30/23	11/05/23	MTWTF--				4	\$17.00			
	Week:	11/06/23	11/12/23	MT-----				5	\$17.00			
N 3	WKRL	10/25/23	11/07/23	PM Drive	3p-7p		:30			NM	12	\$216.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	--WTF--				3	\$18.00			
	Week:	10/30/23	11/05/23	MTWTF--				4	\$18.00			
	Week:	11/06/23	11/12/23	MT-----				5	\$18.00			
N 4	WKRL	10/25/23	11/07/23	Sa-Su	10:00 AM-7:00 PM		:30			NM	12	\$132.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/23	10/29/23	-----SS				6	\$11.00			
	Week:	10/30/23	11/05/23	-----SS				6	\$11.00			
	Week:	11/06/23	11/12/23	-----				0	\$0.00			
<b>Totals</b>											<b>48</b>	<b>\$840.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/23 - 10/31/23	18	\$296.00	(\$44.40)	\$251.60
11/01/23 - 11/07/23	30	\$544.00	(\$81.60)	\$462.40
<b>Totals</b>	<b>48</b>	<b>\$840.00</b>	<b>(\$126.00)</b>	<b>\$714.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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

Galaxy Communications and its stations do not discriminate in advertising contracts on the basis of race, ethnicity or gender, and will not accept any advertising which is intended to discriminate on the basis of race, ethnicity or gender. Advertiser represents and warrants that it is not purchasing advertising time from Licensee or its stations that is intended to discriminate on the basis of race, ethnicity or gender.