

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Robert S. Merrill, 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:

Address:

Contact:

Phone number:

Email:

**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: NYS Public Employees Federation

Address: 1168-70 Troy-Schenectady Rd., Latham, N.Y. 12110

Contact: Robert Merrill

Phone number: 518 785 1900

Email: rmerrill@pef.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.):**

Wayne Spence, President

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



# ORDER

**Orders**  
**Order / Rev:** 2709646  
 Alt Order #: \_\_\_\_\_  
**Product Desc:** April-May  
 Estimate: \_\_\_\_\_  
**Flight Dates:** 04/22/24 - 04/30/24  
**Original Date / Rev:** 04/19/24 / 04/19/24  
**Order Type:** POLITICAL-ISSUE

**New York WINS-FM**  
**Primary AE:** Alison Berger  
**Sales Office:** L-NY  
**Sales Region:** Local

**Agency**  
**Name:** New York State Public Employees Fec  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** ROB MERRILL  
1168-70 Troy-Schenectady Rd  
Latham, NY 12110

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

**Advertiser**  
**Name:** New York State Public Employees Fec  
**Demographic:** M25-54  
**Product Codes:** Issues/Propositions (POL)  
**Revenue Code 1:** DIR  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** ISSUE

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** 217621  
**Agency External ID:** 193135  
**Unit Code:** Issue - Local  
**Order Separation:** 00:45:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/28/24	15	\$6,399.00	\$6,399.00
04/29/24	04/30/24	8	\$3,623.00	\$3,623.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	15	\$6,399.00	\$6,399.00	0.00
May 2024	8	\$3,623.00	\$3,623.00	0.00
<b>Totals</b>	<b>23</b>	<b>\$10,022.00</b>	<b>\$10,022.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alison Berger	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	04/22/24	04/30/24	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MTWTF--	:30	5	\$540.00	ISSUI	0.00	NM	8	\$4,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--					5	\$540.00		0.00			
		Week: 04/29/24	05/05/24	MT-----					3	\$540.00		0.00			
N 2	WINS	04/22/24	04/30/24	M-F 10a-3p M-F 10a-3p	CM	10a-3p	MTWTF--	:30	5	\$343.00	ISSUI	0.00	NM	7	\$2,401.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--					5	\$343.00		0.00			
		Week: 04/29/24	05/05/24	MT-----					2	\$343.00		0.00			
N 3	WINS	04/22/24	04/30/24	M-F 3p-7p M-F 3p-7p	CM	3p-7p	MTWTF--	:30	4	\$439.00	ISSUI	0.00	NM	7	\$3,073.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--					4	\$439.00		0.00			
		Week: 04/29/24	05/05/24	MT-----					3	\$439.00		0.00			
E 4	WINS	04/22/24	04/28/24	M-F 7p-12a M-F 7p-12m	CM	7p-12m	MTWTF--	:30	1	\$228.00	ISSUI	0.00	NM	1	\$228.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	MTWTF--					1	\$228.00		0.00			

Totals 23 \$10,022.00