CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Smart Media Group, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➡

- [ ] FEDERAL CANDIDATE
- [x] STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:
Charles W. Herbster

Authorized committee:
Herbster for Nebraska

Agency requesting time (and contact information):
[ ] N/A Smart Media Group

Candidate's political party:
Republican

Office sought (no acronyms or abbreviations):
Governor of Nebraska

Date of election:
May 10, 2023 [ ] General [x] Primary

Treasurer of candidate's authorized committee:
James Houlihan

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
- [x] 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: Smart Media Group — Digitally signed by Smart Media Group Date: 2021.10.25 12:21:15 -04'00'	Signature: Melanie Stockman — Digitally signed by Melanie Stockman Date: 2021.11.05 08:49:07 -05'00'
Name: Smart Media Group	Name: Melanie L Stockman
Date of Request to Purchase Ad Time: 10/29/21	Date of Station Agreement to Sell Time: 11/4/21

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:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? ☑ Yes ☐ No Date ad received: 11/5/21

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 #: see attached	Station Call Letters: KGFW-AM	Date Received/Requested: ~~11/4/21~~ 11-8-21
Est. #:	Station Location: see attached KEARNEY NEBRASKA	Run Start and End Dates: see attached

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.

NETWORK - UGARFIELD NEBRASKA

Learfield

Contract

Order #	Ver #	Rev #	# Wks	Page #
19870	0		1	1

Advertiser	Product	Date	Time	Start	End
Herbster for Governor	Charles W Herbster (19870) - P	11/4/21	2:20:17PM	11/8/21	11/14/21

Salesperson	Salesperson Phone #	Demos
* Statenets		

Sales Office	Agency Phone #	Survey
Learfield	(804)364-3075	

StateNets Platinum
Attn: Dave Martin
2601 Northwind Drive
Richmond VA 23233

Line #	Vehicle	Days & Times M T W T F S S	Nov 8	Nov 15	Nov 22	Nov 29	Dec 6	Dec 13	Dec 20	Dec 27	Jan 3	Jan 10	Jan 17	Jan 24	Jan 31	Total Units	Len	Unit Rate	Extended Total
1	Brownfield Nebraska	Tu-Fr 6AM-7PM	10													10	30	437.00	4370
		Weekly Units	10	0	0	0	0	0	0	0	0	0	0	0	0	10			
		Weekly Gross $	4370																4370

Total Gross:	$4,370.00	Agency Commission:	$655.50	Total Net:	$3,714.50

Accepted for Learfield Communications:

Name _____ Title _____

Accepted for Agency (and Media Buying Service, if any) as Agent for the Advertiser:

Name _____ Title _____

Cancellation /Change Clause: 21 days prior to broadcast schedule start. Advertising schedule may be cancelled or changed by any party provided that notice in writing is received 21 days before the scheduled broadcast date. If the cancellation/change is made less than 21 days of the scheduled start date by the Advertiser; the Advertiser will be charged and the Advertiser shall pay the Broadcaster at the rate appropriate to the number of advertisements booked before such a cancellation becomes effective.

Learfield Communications, Inc., 505 Hobbs Road, Jefferson City, MO 65109
P 573/893-7200 F 573/893-2321 www.learfield.com

Learfield

Contract Summary

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Sales Office	**Agency Phone #**	**Survey**			
Learfield	(804)364-3075				

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Qtr 4 2021	Qtr 1 2022	Qtr 2 2022	Qtr 3 2022	Total	Total Units
Brownfield Nebraska	0	4,370	0	0	0	0	0	0	0	0	0	0	4,370				4,370	10
All Vehicles - Total Gross		4,370											4,370				4,370	10
All Vehicles - Total Units		10											10					10

Air Time Gross:	$4,370.00	Agency Commission:	$655.50	Total Net:	$3,714.50

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