Broadcast Agreement

WDYZ 990

Pennsylvania Media Associates, Inc.
1188 Lake View Dr, Altamonte Springs, FL 32714
Phone: 407-682-9494 Fax: 407-682-7005

Agreement Date:	10/17/16	Estimate Number:	
		Product:	Political - State Senate
Attention:	Peter Vivaldi	Protection:	
Advertiser:	Campaign Peter Vivaldi for State Senate	Representative:	Darlene Santiago
Address:	6713 Thornhill Circle	Billing:	Broadcast
	Windermere, FL 34786	BS Week Start:	10/17/16
		BS Week End:	11/13/16
Phone:	407-967-9964	Order Number:	
Fax:		Agency:	
Email:			

Market	Station	Start	End	Len	Daypart	M	Tu	W	Th	F	Sa	Su	X	Week	Rate
Orlando	WDYZ	10/17/16	10/23/16	:45	6am-10am		2	2	2	2				8	$7.00
Orlando	WDYZ	10/24/16	11/6/16	:45	6am-10am	2	2	2	2	2				10	$7.00
Orlando	WDYZ	11/7/16	11/13/16	:45	6am-10am	2	2							4	$7.00
Orlando	WDYZ	10/17/16	11/6/16	:45	10am-3pm			1						1	$7.00
Orlando	WDYZ	10/17/16	10/23/16	:45	3pm-7pm		2	1	2	2				7	$7.00
Orlando	WDYZ	10/24/16	11/6/16	:45	3pm-7pm	2	2	1	2	2				9	$7.00
Orlando	WDYZ	11/7/16	11/13/16	:45	3pm-7pm	2	2							4	$7.00
															$0.00
															$0.00
															$0.00

PAYMENT DUE IN ADVANCE OF SCHEDULE EACH MONTH

TRAFFIC INSTRUCTIONS: Is the product a new order? Yes ___ No ___

If NO, Does it replace all other traffic on the existing order? Yes ___ No ___

Is spot IN-HOUSE? If NO, where and when can I get the spot? Yes ___ No ___

Investment by Broadcast Month

October, 2016	$252.00
November, 2016	$196.00
December, 2016	$0.00
January, 2017	$0.00
February, 2017	$0.00
March, 2017	$0.00
April, 2017	$0.00
May, 2017	$0.00
June, 2017	$0.00
July, 2017	$0.00
August, 2017	$0.00
September, 2017	$0.00
October, 2017	$0.00
Total	$448.00

The Advertiser agrees to the terms and specifications contained in this agreement. Pennsylvania Media Associates, Inc. agrees to issue orders reflecting the terms and specifications to participating facilities. Media participation may be subject to availability at the time the schedule is placed. Pennsylvania Media Associates, Inc. reserves the right to approve all copy and/or tapes provided by the Advertiser or its Agent. The Advertiser or its duly assigned Agent promises to pay and shall be solely liable for payment to Station or its assignees. Receipt of signed Broadcast Agreement by facsimile transmission shall be binding as a legal document in lieu of original Broadcast Agreement. **Terms are cash in advance of schedule unless prior credit approval is granted by Pennsylvania Media Associates, Inc. Cancellation or adjustment of this schedule requires a 28-day written notice.** Station may provide commensurate coverage if any announcements are missed during this schedule. Clearance may vary plus or minus five percent. Make goods will be aired within ten days from scheduled dates unless otherwise specified.

Campaign Peter Vivaldi for State Senate 10/17/16

Pennsylvania Media Associates, Inc. 10/17/16

ORDER

990AM LA NUEVA ORLANDO

WDYZ-AM

Orders

Order / Rev:	260071		
Alt Order #:			
Product Desc:	Political State Senate Spots		
Estimate:			
Flight Dates:	10/17/16 - 11/13/16	Primary AE:	Darlene Santiago
Original Date / Rev:	10/17/16 / 10/17/16	Sales Office:	L-ORL
Order Type:	GENERAL	Sales Region:	Local

Agency

Name:	Campaign Peter Vivaldi for State Sena		
Buying Contact:	Peter Vivaldi	Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	6713 Thornhill Circle	Billing Cycle:	EOM/EOC
	Windermere, FL 34786	Agency Commission:	0%

Advertiser

Name:	Campaign Peter Vivaldi for State Sena	New Business Thru:	
Demographic:	HH	Order Separation:	00:59:00
Product Codes:	Political Candidates	Advertiser External ID:	
Priority:	P-04	Agency External ID:	
Revenue Codes:	DIR, SPT, SPT	Unit Code:	General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	36	$252.00	$252.00
10/31/16	11/08/16	28	$196.00	$196.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	36	$252.00	$252.00	0.00
November 2016	28	$196.00	$196.00	0.00
Totals	64	$448.00	$448.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Darlene Santiago	L-ORL	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	WDYZ	10/17/16	10/23/16	M-F AM Drive M-F AM Drive	CM	6a-10a	-2222--	:45	8	$7.00	P-04	0.00 NM	8	$56.00
N 2	WDYZ	10/24/16	11/06/16	M-F AM Drive M-F AM Drive	CM	6a-10a	22222--	:45	10	$7.00	P-04	0.00 NM	20	$140.00
N 3	WDYZ	11/07/16	11/13/16	M-F AM Drive M-F AM Drive	CM	6a-10a	22-----	:45	4	$7.00	P-04	0.00 NM	4	$28.00
N 4	WDYZ	10/17/16	11/06/16	M-F Midday M-F Midday	CM	10a-3p	--1----	:45	1	$7.00	P-04	0.00 NM	3	$21.00
N 5	WDYZ	10/17/16	10/23/16	M-F PM Drive M-F PM Drive	CM	3p-7p	-2122--	:45	7	$7.00	P-04	0.00 NM	7	$49.00
N 6	WDYZ	10/24/16	11/06/16	M-F PM Drive M-F PM Drive	CM	3p-7p	22122--	:45	9	$7.00	P-04	0.00 NM	18	$126.00
N 7	WDYZ	11/07/16	11/13/16	M-F PM Drive M-F PM Drive	CM	3p-7p	22-----	:45	4	$7.00	P-04	0.00 NM	4	$28.00
												Totals	64	$448.00

10/17/16

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE** ☑ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: Altamonte Springs WDYZ La Nueva 990 AM	**Date:** 10/17/2016

I, Peter Vivaldi,

being/on behalf of: Campaign Peter Vivaldi for State Senate.

a legally qualified candidate of the Repobliccan Party.

political party for the office of: State Senate.

in the 15th District.

election to be held on: Nov 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	See proposal		(W)		

Attach proposed schedule with charges (if available):

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I represent that the payment for the above described broadcast time has been furnished by:

Peter Vivaldi State Senate Campaign.

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Peter Vivaldi

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

10/17/2016	
Date	**Signature**

To Be Signed By Station Representative

☒ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

	Christy Sirron	Exec Asst
Signature	**Printed Name**	**Title**

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AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
45 sec.	(7-9 Am) 2 (12-1 pm Weds only) (3-5 pm) 2	M-F Oct 18, 2016 - Nov 8 2016		20	3

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

(1) actual air time and charges for each spot;

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

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