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:	**Date:**
WMGF, Orlando FL	9/28/16

I, Thomas Larsen,

being/on behalf of: John L. Mica for Congress,

a legally qualified candidate of the Republican

political party for the office of: Congress House of Representatives

in the 7th District

election to be held on: Nov 8th 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

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: John L. Mica for Congress

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: Ed Longdon

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

9/28/16	
Date	**Signature**

To Be Signed By Station Representative

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

Signature	**Printed Name**	**Title**

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FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Thomas Larsen
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does** ☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the 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.

☐ the television programming 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.

signature of candidate or authorized committee

Thomas Larsen — 9/22/16

printed name — **date**

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AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

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 times the spots air and the rates charged, 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 specific spots aired and the rates charged. 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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POLITICAL

Political Disclosure Form

I. Introduction

Thank you for your interest in purchasing political advertising. It is our desire to furnish you complete information concerning the various advertising rates, policies, plans and packages, and to assist you in making an informed decision concerning the purchase of advertising.

The purpose of this Disclosure Statement is to make those parties who purchase political advertising time fully aware of the application of "lowest unit charge" provisions of Section 315(b) of the Communications Act. The lowest unit charge provisions only apply during the 45 days preceding a primary election and only during the 60 days preceding a general election (the "Pre-Election Periods") and only to legally qualified candidates for public office or their authorized campaign organizations to promote their candidacy; they are not applicable to political action committees or to non-candidate issue advertising. At times other than the prescribed Pre-Election Periods, the rates charged candidates shall not exceed the charges made for comparable uses of the station by commercial advertisers.

II. Political Broadcast Rates in Pre-Election Periods

During the Pre-Election Periods, all spots sold for uses by legally qualified candidates for public office will be sold at the lowest rates charged to any other advertiser for spots for the same rotation, length, time period and class of spot, or program, as the case may be. Projected rates quoted by the station's Political Account Executives to candidates and their representatives reflect the value of any and all discounts that may be offered to commercial advertisers. If it is subsequently determined that another advertiser's spot cleared at a lower rate than a candidate for the same rotation, length, time period and class of spot, or program, however, a rebate or credit in the amount of the difference will be offered to the candidate as soon as practicably possible after this is discovered. Candidates purchasing spots without a media buyer or agency are entitled to the lowest unit rate "net" of the advertising agency commission.

The station offers the following non-preemptible and preemptible classes:

***Non-Preemptible:** These spots are guaranteed to clear and air at the scheduled time or during a set time period, and will not be preempted except in the event of unforeseen program changes or technical difficulties. Non-Preemptible spots constitute the station's highest class of time.

***Preemptible With Notice:** These spots may be moved or preempted entirely after notice is provided to the advertiser, before airing. Spots may not air unless the advertiser is willing to pay a higher rate, determined based on sellout. The likelihood of preemption depends on station sellout during the time requested to air and the rate paid for the spot(s). **Spots may be preempted up through airdate.**

***Preemptible:** These spots are always immediately preemptible at any time prior to airing with no guarantee that the station will attempt to notify the advertiser of the preemption. Preemptible spots may be preempted at any time to accommodate the airing of any spots purchased in a higher class. The estimated likelihood of preemption changes weekly based upon demands on inventory and can vary

greatly with daypart. Please contact your station account executive for estimates of the likelihood of preemption for length of time for the desired daypart availabilities at the time of request. Likelihood of preemption can vary greatly depending on demand from program to program. Please consult our Political Account Executives, who can advise as to the likelihood of preemptions during any given program or time period. Please consult our Political Account Executives, who can advise as to the likelihood of preemptions during any given program or time period.

The rates in the classes on the Station's rate card may change weekly as determined by market conditions and inventory in accordance with normal business practices. Reasonable attempts are made to offer comparable make good spots (i.e., similar audience delivery, but not necessarily in the same time period, program, length or week) in the event of preemption. However, the station does not guarantee to run time-sensitive make goods for preempted spots to any advertiser, political or commercial.

The station sells announcement availabilities for all programs and time periods except news programs to legally qualified candidates for federal public office. Upon request, the Station will provide information about and rates for non-standard programs, dayparts, and/or rotations that may be available. Access by state and local candidates may be more restricted.

***ROTATIONS**

*The station also sells broad rotations across programs and/or dayparts. Although an attempt is made to disperse the spots ordered randomly throughout the rotation, the station retains discretion as to when during the rotation a spot will be broadcast. Examples of the most common rotations currently being offered are included in the attached rate card.

***PACKAGES**

*On occasion, the station negotiates packages of spots in various dayparts. These packages are all individually negotiated, based upon mutually agreed-upon estimates and rates. Political advertisers receive the benefit of such negotiated rates on a per-spot basis.

AUDIENCE DELIVERY

*On occasion, the station offers advertisers pricing based on an agreed-upon percentage of projected audience delivery. Should the station fail to meet the agreed-upon rating point percentage, make good spots for audience deficiency are afforded based on available inventory, but not on a time-sensitive basis. Please be advised that the audience measurement data upon which such determinations are made may not be available until after the election.

III. Political Broadcast Rates Outside Pre-Election Periods

The portion of the year outside the Pre-Election Periods is the "comparable rate period". During the comparable rate period, the station will present rate quotations to candidate advertisers in the same manner as to commercial advertisers. Most commercial advertising sold by the station is sold on a negotiated basis, with the exact rate varying according to factors such as (1) the number of spots in a particular order and the total volume of advertising ordered by a particular advertiser, (2) the degree of flexibility our station is afforded in moving an advertiser's spots in heavy demand periods, (3) the percentage of an advertiser's budget for the market allocated to our station and (4) the projected demand

for spots by all advertisers, the class of time purchased, and our station's available spot inventory at the time of the projected demand.

The rates charged to candidate advertisers during the comparable rate period may not be the lowest rates charged for similar spots, but will be rates comparable to those charged other advertisers buying time under comparable circumstances. Discount privileges, if any, are available on comparable terms.

During the comparable rate period, the station will attempt to provide make-goods for any preempted spots at times acceptable to the advertiser involved. To the extent inventory constraints prevent us from offering make-goods acceptable to an advertiser, the station will provide refunds or credits with respect to any advance payments made for preempted spots.

IV. General Policies

1. The rate policies set forth above apply to political advertisements that are "uses", as defined by the rules and policies of the Federal Communications Commission. In general, a spot will be considered a "use" only if it is purchased by or on behalf of a candidate or the candidate's authorized campaign committee and if the spot includes some identifiable voice appearance by the candidate.

2. For screening purposes, all advertisers are encouraged to submit new copy and copy changes to the station at least 72 hours prior to scheduled broadcast. The Station will not censor the content of a use but will review all political advertisements to determine whether they are "uses", whether they carry proper sponsorship identification and whether they conform to the agreed upon length and ensure the spot is of broadcast quality and meets other technical and scheduling requirements.

3. All candidate spots must contain appropriate sponsorship identification, which means that the spot must include a statement that it is "paid for by..." or "sponsored by..." or "furnished by..." a candidate or the candidate's campaign committee – as required by the rules and policies of the Federal Communications Commission. If the commercial does not contain a conforming sponsor ID, the sponsor will be asked to add it, time permitting. If the sponsor is unwilling or unable to do so, or time does not permit, the station is required by law to add appropriate ID. In this instance, the station may charge the production costs to the sponsor at the rate fee of $100 per hour / minimum of $100.

4. All paperwork must be completed and returned to the station before any political schedule may commence. The following forms must accompany all requests for broadcast advertising: (i) the standard N.A.B. form or the station's form 4701 (Agreement for Political Broadcasts) completed and signed, and (ii) a station contract for the order. Further, to qualify for the lowest unit rate during Pre-Election Periods, federal candidates must certify in writing at the time of purchase that the spots will not directly refer to an opposing candidate or that, if they do, the spots will contain a specific disclaimer required by the Campaign Reform Act. This latter request applies only to federal candidates; state and local candidates are not required to certify in order to obtain the lowest unit rate.

5. Reasonable access to advertising on the station will be provided to all legally qualified federal candidates. The station reserves the right to limit the amount of advertising that will be sold to federal candidates on a week-by-week basis, subject to negotiation, based on the needs of the candidate, the number of candidates in the race, the amount of advance notice and time before election, potential program disruption, the

amount of time already sold to a particular candidate, on the total demand for advertising time by other candidates and by commercial advertisers, and on station inventory.

6. The station may further limit its sales of advertising to state and local candidates, and may not sell advertising for some state or local election races. Please inquire as to any limitations that may apply to elections for each state and local office. These limitations may vary from time to time and can vary from station to station.

7. The station does not sell sponsorships to political advertisers. A limited number of spots within sports and special programming may be available. Please inquire as to availability and costs.

8. The station may not accept political advertising to run on Election Day, except as required by law to meet equal opportunities or reasonable access obligations. Please inquire as to availability and costs.

9. Prices quoted in the attached rate card are for 30-second and 60-second spots. The station Political Account Executives may have rates available to quote for spots of other lengths/other daypart combinations/other classes upon request.

10. Political advertisements generally must be paid for in advance of broadcast, normally no later than 7 business days before the start date, or else the order is subject to cancellation. The Seller reserves the right, consistent with federal law, to take a candidate's payment and cancellation history into account in deciding whether to accept new orders for the candidate. iHeartMedia radio stations will only confirm rates and availability for paid schedules. Multiple-week orders paid in advance and in full will be guaranteed rates. Availability will be determined based on rate class purchased (see section II of Disclosure Statement.)

11. In accordance with paragraphs 49 and 50 of the United States Federal Communications Commission Report and Order No. FCC 07-217, station will not discriminate in any contract for advertising on the basis of race or ethnicity, and all such contracts will be evaluated, negotiated, and completed without regard to race or ethnicity.

Updated 2.9.15

POLITICAL

Acknowledgement of Political Broadcast Rate Disclosure Statement

This will acknowledge receipt of the Political Broadcast Rate Disclosure Statement from the iHeartMedia Orlando Radio stations. I agree that all purchases of advertising time on any station which I make by or on behalf of legally qualified political candidates for public office will be made subject to this Acknowledgement and the Political Broadcast Rate Disclosure Statement.

I acknowledge that I have been fully informed concerning all classes of time which are available to advertisers; the chances of preemption; the availability of discount packages and rotations including the station's willingness to negotiate combinations of time suitable to the needs of particular candidates; the station's lowest unit charge and related privileges for each class of time; and the station's policy with respect to make goods.

I recognize the Federal Communications Commission (FCC) has asserted its exclusive jurisdiction under the Communications Act 1934 as amended with respect to all disputes concerning purchases of advertising time, specifically including all disputes concerning charges for candidates "uses" of a station's facility.

I acknowledge that all such disputes will therefore be governed exclusively by the Communications Act and the rules and policies of the FCC, and must be resolved exclusively before the FCC, subject to such judicial review as is provided for by the Communications Act.

Gary LaPage

NAME

VP, Advertising - Moxē

TITLE

9/28/16

DATE

Updated 2.9.15