# NAB Political Advertising Agreement Forms (PB-17)

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**Using the Forms**

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</thead>
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<tr>
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<td>NAB Agreement Form for Non-Candidate/Issue Advertisements</td>
</tr>
</tbody>
</table>
These political advertisement agreement forms have been designed to serve as actual contracts for the sale of political broadcast time and to satisfy FCC record retention requirements.

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Additional copies of the Political Agreement Forms in paper or electronic format are available through NAB Services, 1771 N Street, NW, Washington, DC 20036-2800. For price information, please call (202) 429-5484.
POLITICAL BROADCAST ADVERTISEMENT FORMS PB-17

USING THE FORMS

IMPORTANT NOTE:

For the PB-17 Issues Form Only - If an Issue Advertiser certifies that the programming does not communicate “a message relating to any political matter of national importance,” stations must nonetheless independently verify that no such messages are communicated in the programming. Stations are required to ensure compliance in order to properly disclose rates and times aired in the public file.

Acrobat Reader 5.0

You must have version 5.0 or higher of Adobe’s Acrobat Reader to use these forms. If you do not have Adobe Reader 5.0 or higher, you can download a free copy at: http://www.adobe.com/products/acrobat/readermain.html.

Acrobat Toolbar Functions

When you install the Acrobat Reader and view a fill-in form, you will see a toolbar at the top of the document like this:

![Acrobat Toolbar]

You need to use only a few of these buttons to complete a fill-in form. The buttons you need to use are explained below:

Hand Tool

The Hand Tool will most likely be pre-selected the first time you use Acrobat Reader. This tool allows you to fill in the forms on your desktop. This tool is selected when the cursor appears in the shape of a hand like the one pictured on the button.

With a fill-in form on the screen, move the hand tool over a portion of the form to be filled in. You will notice that the hand icon changes to a text icon, which looks like a capital I. This means that this is an area of the form that you are able to fill in using your keyboard. After you fill in that box, move your mouse to another field to fill it in. Note: You may also use the TAB button on your keyboard to...
advance to the next field. To mark a check box, move your Hand Tool over a box and click your left mouse button. To unmark the box, move the cursor over the box and click again.

**Zoom Tools**

The **Zoom Tools** allow you to change the current view of the form displayed. Depending on your monitor size, you may need to use the + Zoom Tool to get a better view of the form.

**Page Tools**

The Page Tools move you directly to the first page of the current form. The second button moves you back one page on the current form. The third button moves you one page forward on the current form. The fourth button moves you directly to the last page of the current form.

**Printing the Forms**

To print a completed form, click on the “File” menu and select the “Print” option.

**Saving the Forms**

Acrobat Reader does not allow forms to be saved. Complete the entire form, review and print prior to closing the file. Closing the file will erase all information filled in.
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:

WPOC, WZFT, WQSR, DC 101, BUC 100, Heaven 600

Date: 6/25/18

I, ____________________________,

being/on behalf of: Jerome Segale, a legally qualified candidate of the political party for the office of: ____________________________,

in the ____________________________,

election to be held on: ____________________________

do hereby request station time as follows:

<table>
<thead>
<tr>
<th>Broadcast Length</th>
<th>Time of Day, Rotation or Package</th>
<th>Days</th>
<th>Class</th>
<th>Times per Week</th>
<th>Number of Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>6 a.m. 12 m</td>
<td>M - Tu</td>
<td>Commercial</td>
<td>114</td>
<td>1</td>
</tr>
</tbody>
</table>

Total Charges: $85,227
CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Jerome Segal
(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:

(choose 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

Jerome Segal printed name 6/20/18 date
For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Jerome Segal

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:

Jerome Segal

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

6/20/18

To Be Signed By Station Representative

☐ Accepted
☐ Accepted in Part
☐ Rejected

Signature
Printed Name
Title

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## Order Confirmation

**Advertiser No:** 712266  
**Order No:** 1107465255  
**Start Date:** 06/25/2018  
**End Date:** 06/26/2018  
**Month Type:** Broadcast  
**Revision #:** 0  
**AE:** LaFleur, Jennifer  
**Entered:** 06/25/2018 08:45 AM by Fusion  
**Last Update:** 06/25/2018 09:50 AM by Pedemont  
**Note:** WPOC,WQSR,WZFT/JEROME SEGAL  
**Note 2:** Spl Req Inv:

### Market Station Details

<table>
<thead>
<tr>
<th>Market Station</th>
<th>Bind To</th>
<th>Start Date</th>
<th>End Date</th>
<th>No Of Weeks</th>
<th>Rate Rev.</th>
<th>Skip Type</th>
<th>W</th>
<th>M</th>
<th>T</th>
<th>W</th>
<th>F</th>
<th>S</th>
<th>Spots/ W</th>
<th>Spot Length</th>
<th>Ord Spots</th>
<th>Ord Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Baltimore</td>
<td>WPOC-FM</td>
<td>06/25/18</td>
<td>06/26/18</td>
<td>1</td>
<td>220.00</td>
<td>0</td>
<td>x</td>
<td></td>
<td>8</td>
<td>30</td>
<td>8</td>
<td>1,760.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2 Baltimore</td>
<td>WPOC-FM</td>
<td>06/25/18</td>
<td>06/26/18</td>
<td>1</td>
<td>165.00</td>
<td>0</td>
<td>x x</td>
<td>15</td>
<td>30</td>
<td>15</td>
<td>3,135.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Baltimore</td>
<td>WPOC-FM</td>
<td>06/25/18</td>
<td>06/26/18</td>
<td>1</td>
<td>200.00</td>
<td>0</td>
<td>x x</td>
<td>10</td>
<td>30</td>
<td>10</td>
<td>380.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Baltimore</td>
<td>WPOC-FM</td>
<td>06/25/18</td>
<td>06/25/18</td>
<td>1</td>
<td>38.00</td>
<td>0</td>
<td>x</td>
<td></td>
<td>4</td>
<td>30</td>
<td>4</td>
<td>600.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Baltimore</td>
<td>WQSR-FM</td>
<td>06/25/18</td>
<td>06/26/18</td>
<td>1</td>
<td>150.00</td>
<td>0</td>
<td>x</td>
<td></td>
<td>12</td>
<td>30</td>
<td>12</td>
<td>1,560.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Baltimore</td>
<td>WQSR-FM</td>
<td>06/25/18</td>
<td>06/26/18</td>
<td>1</td>
<td>130.00</td>
<td>0</td>
<td>x x</td>
<td>8</td>
<td>30</td>
<td>8</td>
<td>1,200.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Baltimore</td>
<td>WQSR-FM</td>
<td>06/25/18</td>
<td>06/26/18</td>
<td>1</td>
<td>150.00</td>
<td>0</td>
<td>x x</td>
<td>6</td>
<td>30</td>
<td>6</td>
<td>168.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>8 Baltimore</td>
<td>WQSR-FM</td>
<td>06/25/18</td>
<td>06/26/18</td>
<td>1</td>
<td>28.00</td>
<td>0</td>
<td>x</td>
<td></td>
<td>8</td>
<td>30</td>
<td>8</td>
<td>1,200.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 Baltimore</td>
<td>WQSR-FM</td>
<td>06/25/18</td>
<td>06/26/18</td>
<td>1</td>
<td>150.00</td>
<td>0</td>
<td>x</td>
<td></td>
<td>8</td>
<td>30</td>
<td>8</td>
<td>1,200.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>WQSR-FM</td>
<td>06/25/18</td>
<td>06/26/18</td>
<td>1</td>
<td>165.00</td>
<td>0</td>
<td>x x</td>
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<td></td>
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<td>06/25/18</td>
<td>06/26/18</td>
<td>1</td>
<td>150.00</td>
<td>0</td>
<td>x x</td>
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<td>30</td>
<td>12</td>
<td>1,800.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 Baltimore</td>
<td>WQSR-FM</td>
<td>06/25/18</td>
<td>06/25/18</td>
<td>1</td>
<td>24.00</td>
<td>0</td>
<td>x</td>
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<td>6</td>
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<td>6</td>
<td>144.00</td>
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</tbody>
</table>
### Order Confirmation

**No. of Spots/Misc/Digital:** 116/0/0  
**Ordered Gross:** $16,267.00  
**Agency Commission:** $0.00  
**Ordered Net:** $16,267.00  
**Total Net Due:** $16,267.00

<table>
<thead>
<tr>
<th></th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amt. Ord.:</td>
<td>116</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Gross:</td>
<td>16,267.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
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</tr>
<tr>
<td>Net:</td>
<td>16,267.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>

When signed below, this is a contract for advertising on the radio stations named above, made with the owner of those stations, subject to those terms and conditions beginning on the last page of this Order Confirmation. Except when this contract is executed by advertiser itself, it is agreed that advertiser's agency makes this contract both for itself and advertiser.

**Accepted for Company:**  
**Accepted for Advertiser:**

**Participating Customers**  
Jerome Segal  
100%
ORDER TERMS AND CONDITIONS

The term "Advertiser" shall include advertiser and any agency or buying service named in Order Confirmation, and all persons and entities included within Advertiser agree that they are jointly and severally liable for all obligations of Advertiser under this contract regardless of who is billed, except any agency is liable for invoice payments only to the extent that the agency has been paid by the advertiser. The term "Station" means the specific station(s) set out in the Order Confirmation, or, if not identified therein, the General Manager of the Station.

1. PAYMENT
(a) Advertiser agrees to pay in advance for the distribution of advertising covered by this contract (collectively "transmissions") unless otherwise expressly agreed in writing.
(b) If Station has extended credit, Station shall render invoices monthly. Payment by Advertiser is due within 30 days unless invoice is sent to agency or buying service, then net payment is due within 45 days. Past due accounts shall be charged interest at the rate of 1% per month (12% annual percentage rate) or, if less, the highest rate allowed by applicable law, from the date of the invoice. If Advertiser fails to make payment on an invoice, Advertiser must contact Station in writing within 7 days of the invoice date, stating the invoice number, amount and description of alleged error, and including any supporting documentation as may be required by Station. All invoice charges will be considered valid if not written dispute from the Client is received by Station within the 7 day period.
(c) On Advertiser's request, Station shall furnish certifications of performance to Advertiser at the time of billing, but unless requested prior to billing the furnishing of such certifications shall not be a condition of payment or time of payment.
(d) If Advertiser is past due in payment of any amount, Station may change the terms of payment for further transmissions by giving Advertiser written notice, if Station restores this contract for collection, Advertiser shall pay reasonable attorney's or collector's fees and any court costs incurred by Station.

2. TERMINATION AND BREAK
(a) This contract may be terminated by either party giving the other party 14 days prior written notice. If Advertiser so terminates this contract, Advertiser will pay Station at Station's rate card rate (without discount for the number of remaining transmissions) for transmissions made through the date of termination. If Station so terminates this contract, Advertiser shall pay Station for transmissions made through the date of termination and shall have the benefit of any discounts it would have received had this contract not been so terminated.
(b) Station may terminate this contract at any time upon failure by Advertiser to timely make any payment, or upon other material breach by Advertiser of this contract. On such termination (i) Advertiser will pay Station at Station's rate card rate (without discount for the number of transmissions) for all transmissions made through the date of termination and (ii) all payments due by Advertiser shall become immediately due and payable.

1. INABILITY TO TRANSMIT AND SUBSTITUTION PROGRAMS
(a) If, due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes, or for other cause, including mechanical breakdown beyond Station's control, Station shall be unable to transmit or otherwise distribute any program or announcement to be transmitted under this contract, that transmission shall be canceled, and Station shall not be liable to Advertiser except as provided in Paragraph (c) below.
(b) Station shall have the right to cancel any transmission or portion thereof to be made under this contract in order to transmit any program which it deems to be of public significance.
(c) Station will notify Advertiser in advance if reasonably possible or otherwise Station will notify Advertiser in a reasonable time after the transmission has been made.
(d) Advertiser shall not have to pay for any canceled transmission and the cancellation shall not affect any discounts under this contract.

5. PROGRAM PRODUCTION AND COMMERCIAL MATERIAL
(a) Unless otherwise noted in this contract, all material to be transmitted under this contract shall be furnished by Advertiser, and all expenses of delivery to Station and return to Advertiser, if so directed, shall be paid by Advertiser. If Station has not received Advertiser Material by 72 hours in advance of scheduled transmission, Station shall reasonably attempt to notify Advertiser.
(b) If Station has not received Advertiser Material by 48 hours in advance of scheduled transmission, Station may in its sole discretion reschedule the transmission of such material or cancel such transmission, and in either case, Advertiser agrees to pay the transmission costs of the transmission as scheduled.
(c) Advertiser Material is subject to Station approval and Station may exercise a continuing right to reject such material, including a right to reject for unsatisfactory technical quality, if the material is unsatisfactory. Station shall notify Advertiser, and Advertiser shall furnish satisfactory material 48 hours in advance of transmission or paragraph 5(b) shall apply. All program material must conform to the program and operating policies of Station and Station shall have the continuing right to edit in the public interest provided, however, that Station approval of such material shall not affect Advertiser's indemnity obligation under this contract.
(d) Station will return all property rights in any program material prepared or created by Station or by any of its employees for use in connection with material transmitted under this contract.

6. NON-DISCRIMINATION
In accordance with Paragraphs 49 and 50 of 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.

7. GENERAL
(a) This contract is for the transmission by broadcast on radio, transmission on other media when Internet is indicated, or both, of programs, announcements and/or displays of the Advertiser for the purpose of advertising the named products or services and is subject to all applicable federal, state and municipal regulations, including the rules of the Federal Communications Commission and the Federal Trade Commission. Station will perform the transmission covered by this contract on the days and approximate hourly times (current at Station) provided in this contract. Station may make reproductions of program material furnished by Advertiser to effect the transmissions.
(b) If an agency or buying service is included in Advertiser, it is understood that party is the agent of Advertiser and not of Station.
(c) Station shall assume no liability for loss of, or damage to program material or other property furnished by Advertiser in connection with transmissions under this contract.
(d) Advertiser may not assign or transfer this contract without first obtaining the written consent of Station; nor is Station required to transmit any material under this contract for the benefit of any person or entity other than Advertiser named on the face of this contract.
(e) The failure of Station or Advertiser to enforce the provisions of this contract shall not be construed as a waiver of that or any other provision.
(f) This contract and any applicable written credit agreement, agency commission arrangement and/or merchandising arrangement contains the entire agreement between the parties relating to the subject matter of this contract and shall effect the terms to be effective unless in writing signed by both parties.

TO THE EXTENT PERMITTED BY LAW, STATION MAKES NO WARRANTIES OF ANY KIND, EXPRESS, IMPLIED OR STATUTORY, ABOUT THE SERVICES DESCRIBED IN THIS AGREEMENT AND DISCLAIMS ALL WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR USE.