

SANDLER REIFF

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202-479-1111

August 6, 2018

Jeff S. Jordan, Esq.
Assistant General Counsel
Federal Election Commission
999 E Street, NW
Washington, DC 20463

Digitally signed
by Kathryn Ross
Date: 2018.08.08
14:42:06 -04'00'

Re: MUR 7404
Hon. Andre Carson, Carson for Congress, and Timothy J. Moriarty as treasurer

Dear Mr. Jordan:

This response is filed on behalf of Hon. Andre Carson, Andre Carson for Congress, and Timothy J. Moriarty in his official capacity as Treasurer (collectively referred to as the "Carson Campaign") to the frivolous complaint submitted by Mr. Pierre Quincy Pullins.

Mr. Pullins' belief that the Carson Campaign "may have paid" a radio station and two newspapers not to ask the campaign questions¹ and that the press may have "coordinated their reporting with the Carson Campaign" for a payment² results in a violation of the Federal Election Campaign Act, as amended, 52 U.S.C. §30101, et seq. (the "Act"), "the First Amendment," and FCC broadcast rules³ is unsupported by any evidence and not true.

Mr. Pullins does not provide any evidence, only his imagination, to support his claims. The Carson Campaign paid the usual and normal rate for radio and newspaper advertising. It did not make any of the coordinated-reporting payments that Mr. Pullins believes were made and there were no violations of the Act. For the reasons set forth below, this matter should be promptly dismissed by the Commission.

1. Mr. Pullins provides no evidence to support his claims.

Mr. Pullins did not provide any evidence to substantiate his baseless allegations. Rather, he engages in pure speculation to make his claims against the Carson Campaign. First, he believes the campaign made unidentified payments to radio station WTLN, the Indianapolis Recorder and the Indianapolis Star (the "Media Entities") to not ask questions Mr. Pullins

¹ Complaint, at p. 2

² Complaint, at p. 3

³ Complaint, at p. 3

wanted them to ask.⁴ The only "evidence" provided to support this claim derives solely from Mr. Pullins' imagination.

Second, Mr. Pullins also imagines that the Carson Campaign paid the Media Entities to coordinate their news coverage which resulted in a violation of the Act.⁵ Again, Mr. Pullins provides no evidence to support his allegation.

On the other hand, there is ample evidence that proves Mr. Pullins' allegations are false. As discussed in detail below, the Carson Campaign paid the usual and normal charges for newspaper and radio advertising and that all of the funds paid to the Media Entities were for advertising.

2. The Carson Campaign paid for a newspaper ad at the usual and normal rate.

In April 2018, the Carson Campaign bought \$1,593.45 in advertising from the Indianapolis Recorder at the usual and normal rate. The expenditure for the newspaper advertisement was disclosed on the Carson Campaign's July 15, 2018 Quarterly Report.⁶ The Carson Campaign did not make any payments to the Indianapolis Star.

The \$1,593.45 paid to the Indianapolis Recorder was the usual and normal charge⁷ for a 31.5 column inch political advertisement in full color. The "Political and National Agency Rate" charged by the Indianapolis Recorder is \$36.30 per column inch.⁸ The rate for a full color ad is an additional \$450.⁹ The usual and normal amounts charged by the Indianapolis Recorder are stated on Invoice # 147315 billed to the Carson Campaign and match the usual and normal charges listed on the Advertising Rates sheet.¹⁰

The Carson Campaign only made a payment at the usual and normal charge to the Indianapolis Recorder for the newspaper ad. There were no extra charges or payments made to "coordinate" their coverage or for any other purpose. The coordinated-reporting payments Mr. Pullins imagined, did not happen. In sum, there was no violation of the Act when the Carson Campaign paid the usual and normal charge for a newspaper ad in the Indianapolis Recorder.

⁴ Complaint, at p. 2

⁵ Complaint, at p. 3

⁶ See Exhibit A, Andre Carson for Congress, July 15, 2018 Quarterly Report, p.56

⁷ 11 C.F.R. § 100.111(e)(2)

⁸ See Exhibit B, Indianapolis Recorder Media Service Guide, Advertising Rates, p. 11

⁹ See Exhibit B, Advertising Rates, p. 11

¹⁰ Exhibit C, Indianapolis Recorder Invoice # 147315 to the Carson Campaign (4/27/2018)

3. The Carson Campaign paid for radio advertising at the usual and normal rate.

In April 2018, the Carson Campaign paid a media buyer, EchoPoint Media, \$8320.50 to purchase and place 30-second spots on several radio stations that ran in late April and early May. The amount paid to the radio stations was at the usual and normal rate for Federal candidates and the media buyer received a 5% commission on the radio advertising.

EchoPoint Media's April 18, 2018 invoice to the Carson Campaign shows the net payments to the stations for the radio ads (total \$7,858.25) plus a 5% commission earned by EchoPoint Media (\$462.25) for a total amount owed of \$8,320.50.¹¹ The payment by the Carson Campaign of \$8,320.50 is disclosed on the campaign's pre-primary report filed with the FEC and dated April 25, 2018.¹²

Mr. Pullins specifically imagined that the Carson Campaign's payments to radio station WTLC were for something more than just radio advertising. The detailed buy information, however, proves that the payments were at the usual and normal charge and no additional amount was paid for coordinated-reporting.

As an example, a review of the EchoPoint Media invoice, its Buy Detail Report, and Radio One's Political Broadcast Advertising Disclosure Statement for the ads purchased on WTLC-AM (Radio One owns WTLC-AM and other stations) show that the Carson Campaign paid the usual and normal rate for the advertising plus a 5% commission to EchoPoint Media. First, EchoPoint Media's invoice lists the net amount of advertising purchased from WTLC-AM as \$51.¹³

Second, RadioOne's Political Broadcast Advertising Disclosure Statement, effective as of January 27, 2018, shows that the usual and normal gross rate for a 30-second spot on WTLC-AM in the 1-3 p.m. time-slot is \$5 per spot.¹⁴ The RadioOne gross rate includes the amount charged by the station plus a 15% commission for the buyer. The 15% commission fee added by RadioOne in the rate chart is the highest end of commission rates charged by buyers. Campaigns and other entities that purchase advertising commonly negotiate lower commission fees with their media buyer. In this case, EchoPoint Media charged a commission fee of 5% to the Carson Campaign for the over-all buy.

Third, EchoPoint Media's "Buy Detail Report" shows that the Carson Campaign's 30-second spot ran on WTLC-AM during the 1-3 p.m. time-slot 12 times between April 16 and May 13, 2018.¹⁵ The gross rate for the ads purchased on WTLC-AM would be \$60 (\$5 per spot times

¹¹ See Exhibit D, EchoPoint Media invoice to Carson Campaign (April 18, 2018).

¹² See Exhibit E, Andre Carson for Congress, April 25, 2018 Pre-Primary Report, p. 32.

¹³ Exhibit D, p.2

¹⁴ See Exhibit F, RadioOne Political Broadcast Advertising Disclosure Statement, p. 5 (effective as of January 27, 2018)

¹⁵ See Exhibit G, EchoPoint Media, Buy Detail Report, p. 1 (for the flight period April 16 – May 13, 2018)

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12 airings of the 30-second ad). The net amount paid to the station for the 12 spots was \$51 (the gross rate amount (\$60) minus the 15% commission rate (\$9) equals net amount of \$51 to station). The \$51 net amount that should have been paid to WTLC-AM according to Radio One's rate chart matches the \$51 net amount listed as due to WTLC-AM on EchoPoint Media's invoice.¹⁶

Finally, EchoPoint Media's 5% commission fee for the \$7,858.25 net buy (the amount actually paid to the stations) was \$462.25 and is included in the total amount of \$8,320.50 paid by the Carson Campaign to EchoPoint Media.¹⁷

The documentary evidence and this example show the Carson Campaign paid the usual and normal rate for advertising to WTLC-AM. There were no extra charges or payments made by the Carson Campaign to coordinate reporting with the radio station, or for any other purpose. Again, the coordinated-reporting payments Mr. Pullins imagined, did not happen. In sum, there was no violation of the Act when the Carson Campaign paid the usual and normal charge for radio spots that ran on WTLC-AM.

4. The Media Entities are permitted to cover campaign news in their usual manner.

The Media Entities are permitted to cover campaign news in their usual manner. The claims made by Mr. Pullins -- that he was excluded "from being interviewed,"¹⁸ that he was unfairly listed as being "unavailable to be interviewed at press time,"¹⁹ that some of his answers were "edited out" of interviews,²⁰ and that he was censored by the Media Entities²¹ -- are commonly made by losing candidates. Similar complaints were made by a Republican candidate in Texas against The New York Times Company, The Wall Street Journal, CNN, Time, Reuters, USA Today, The Washington Post, Newsweek, and NBC -- and they were all dismissed by the FEC in unanimous votes.²²

The costs incurred in covering or carrying a news story, commentary, or editorial by any broadcasting station, newspaper, Web site, magazine, or other periodical publication, including any Internet or electronic publication are excluded from the definitions of "contribution" and "expenditure," unless such facilities are owned or controlled by any political party, political committee, or candidate.²³ This exemption from the definitions of contribution and expenditure is commonly known as the "press exemption."²⁴

¹⁶ Exhibit F and Exhibit D

¹⁷ Exhibit D

¹⁸ Complaint, at p.1 and p.2

¹⁹ Complaint, at p.2

²⁰ Complaint, at p.3

²¹ Complaint, at p. 3

²² See FEC MURS 7218, 7224, 7231, 7236, 7237, 7238, 7239, 7240, and 7241 (July 13, 2017)

²³ See 52 U.S.C. § 20101(9)(B)(i); 11 C.F.R. §§ 100.73 (excluding *bona fide* news coverage from the definition of "contribution"); and 100.132 (same for the definition of "expenditure").

²⁴ FEC Advisory Opinion 2005-19 (Inside Track Productions), at 5

The FEC uses a two-step analysis to determine whether the press exemption applies. First, it considers whether the entity in question is a media entity, focusing on whether the entity produces, on a regular basis, a program that disseminates news stories, editorials, or commentary.²⁵ Second the FEC considers two factors in determining the scope of the exemption (1) whether the press entity is owned or controlled by a political party, political committee, or candidate; and, if not, (2) whether the media entity is acting as a media entity in conducting the activity at issue (is it acting in its "legitimate press function").²⁶ In determining whether an entity is engaging in a legitimate press function, the FEC considers (1) whether the entity's materials are available to the general public; and (2) whether they are comparable in form to those ordinarily issued by the entity.²⁷

Mr. Pullins does not claim, and there is no indication, that the Media Entities do not produce news stories on a regular basis or that they are owned or operated by a political party, political committee, or candidate. There is no indication or evidence that when the Media Entities were disseminating the news stories at issue that they were not operating within a legitimate press function, other than in Mr. Pullins' imagination.

The activities engaged in by the Media Entities when they covered the primary campaign fall within the press exemption. As demonstrated above, there were no payments to Media Entities for anything other than newspaper and radio ads. There was no violation of the Act.

Conclusion

The facts in this matter demonstrate that there is no reason to believe there was a violation of the Act. Mr. Pullins provided nothing, other than his belief, to support his allegations. On the other hand, actual evidence shows the Carson Campaign only paid the usual and normal rate for newspaper and radio ads and it did not make any extra payments for coordinated-reporting or any other purpose. There is no reason to believe a violation of the Act occurred and we respectfully request that the Commission dismiss this matter.

Respectfully submitted,


James C. Lamb

Counsel to Hon. Andre Carson,
Andre Carson for Congress, and
Timothy J. Moriarty, as Treasurer

²⁵ See FEC Advisory Opinions 2010-8 (Citizens United); 2005-16 (Fired Up!); and 1996-16 (Bloomberg).

²⁶ See *Reader's Digest Association v. FEC*, 509 F.Supp. 1210, 1215 (S.D.N.Y. 1981)

²⁷ See *Reader's Digest Association*, at 1215.

EXHIBIT A

19044456664

**FEC
FORM 3****REPORT OF RECEIPTS
AND DISBURSEMENTS**

For An Authorized Committee

Office Use Only

1. NAME OF COMMITTEE (in full) TYPE OR PRINT ▼ Example: If typing, type over the lines. 12FE4M5

Andre Carson for Congress

ADDRESS (number and street) ▼

P.O. Box 1863

Check if different
than previously
reported. (ACC)

Indianapolis

IN

46206

CITY ▲

STATE ▲

ZIP CODE ▲

2. FEC IDENTIFICATION NUMBER ▼

C C00442921

3. IS THIS
REPORT

x

NEW
(N)

OR

AMENDED
(A)

STATE ▼ DISTRICT

IN

07

4. TYPE OF REPORT (Choose One)

(a) Quarterly Reports:

April 15 Quarterly Report (Q1)

x July 15 Quarterly Report (Q2)

October 15 Quarterly Report (Q3)

January 31 Year-End Report (YE)

Termination Report (TER)

(b) 12-Day PRE-Election Report for the:

Primary (12P)

General (12G)

Runoff (12R)

Convention (12C)

Special (12S)

Election on M M / D D / Y Y Y Y

in the
State of

(c) 30-Day POST-Election Report for the:

General (30G)

Runoff (30R)

Special (30S)

Election on M M / D D / Y Y Y Y

in the
State of

5. Covering Period

M M / D D / Y Y Y Y
04 19 2018

through

M M / D D / Y Y Y Y
06 30 2018

I certify that I have examined this Report and to the best of my knowledge and belief it is true, correct and complete.

Moriarty, Timothy, J.,

Type or Print Name of Treasurer

Signature of Treasurer

Moriarty, Timothy, J.,

[Electronically Filed]

Date

M M / D D / Y Y Y Y
07 12 2018

NOTE: Submission of false, erroneous, or incomplete information may subject the person signing this Report to the penalties of 52 U.S.C. §30109.

Office
Use
Only**FEC FORM 3**
(Revised 05/2016)

**SCHEDULE B (FEC Form 3)
ITEMIZED DISBURSEMENTS**Use separate schedule(s)
for each category of the
Detailed Summary PageFOR LINE NUMBER:
(check only one)

PAGE 56 OF 85

<input checked="" type="checkbox"/> 17	<input type="checkbox"/> 18	<input type="checkbox"/> 19a	<input type="checkbox"/> 19b
<input type="checkbox"/> 20a	<input type="checkbox"/> 20b	<input type="checkbox"/> 20c	<input type="checkbox"/> 21

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee.

NAME OF COMMITTEE (In Full)
Andre Carson for Congress

Full Name (Last, First, Middle Initial)

A. Indiana Democratic PartyMailing Address 115 W Washington St
Suite 1165

City Indianapolis State IN Zip Code 46204

Purpose of Disbursement
Internet and Email

Candidate Name

Office Sought: ☐ House ☐ Senate ☐ President
Disbursement For: 2018 ☐ Primary ☒ General ☐ Other (specify) ▼

State: District:

Date of Disbursement

M M / D D / Y Y Y Y
05 30 2018

FEC Identification Number

C C00108613

Amount of Each Disbursement this Period

120.00

Transaction ID : D612540

Memo Item * In-Kind Received

B. Indiana Democratic PartyMailing Address 115 W Washington St
Suite 1165

City Indianapolis State IN Zip Code 46204

Purpose of Disbursement
Office Rent, Phones, Internet

Candidate Name

Office Sought: ☐ House ☐ Senate ☐ President
Disbursement For: 2018 ☐ Primary ☒ General ☐ Other (specify) ▼

State: District:

Date of Disbursement

M M / D D / Y Y Y Y
06 26 2018

FEC Identification Number

C C00108613

Amount of Each Disbursement this Period

662.00

Transaction ID : D612541

Memo Item * In-Kind Received

C. Indianapolis Recorder

Mailing Address 2901 Tacoma Avenue

City Indianapolis State IN Zip Code 46218

Purpose of Disbursement
Advertisement

Candidate Name

Office Sought: ☐ House ☐ Senate ☐ President
Disbursement For: ☐ Primary ☐ General ☐ Other (specify) ▼

State: District:

Date of Disbursement

M M / D D / Y Y Y Y
04 27 2018

FEC Identification Number

C

Amount of Each Disbursement this Period

1593.45

Transaction ID : D610308

Memo Item

SUBTOTAL of Disbursements This Page (optional)..... 2375.45

TOTAL This Period (last page this line number only).....

EXHIBIT B

10044698

INDIANAPOLIS RECORDER NEWSPAPER

INDIANA MINORITY BUSINESS MAGAZINE

MEDIA SERVICE GUIDE



Do you have a product you are trying to promote? Can the general community benefit from the services that your company provides? Are you trying to reach a specific audience?

If you answered yes to any of these questions, the Recorder Media Group has exactly what you need.

Under the umbrella of the Recorder Media Group are the legendary Indianapolis Recorder Newspaper and the contemporary Indiana Minority Business Magazine.

At 117-years-old, the Recorder has been a mainstay in the community by providing powerful and informative news that enhances the knowledge of African-Americans throughout Indiana, the country and even the world.

While the Indianapolis Recorder Newspaper covers a wide array of topics ranging from politics and health care to education and entertainment, the Indiana Minority Business Magazine focuses on business, lifestyle and diversity. The statewide publication has garnered respect and accolades from some of the state's top companies and business executives.

Both of our award-winning publications are leaders in the industry. We also have newly-enhanced websites that allow us to address your needs with a more technologically-advanced approach. We are committed to being quality news-gathering resources that not only service the general community, but also work hard to effectively meet the needs of our clients.

Feel free to peruse this media kit. Our talented sales staff is readily available to provide you with a competitively-priced proposal that will successfully meet all of your needs. We are here to serve you!

A RICH HISTORY OF EXCELLENCE



The Indianapolis Recorder Newspaper is the nation's fourth oldest surviving African-American newspaper in the country. What began in 1895 as a two-page church bulletin created by co-founders George P. Stewart and Will Porter now halls as one of the top African-American publications in the United States. In 1897, the newspaper's co-founders expanded their successful newsheet into a weekly newspaper. The earliest existing issues of the Recorder date back to 1899 – the same year that Porter sold his share of the paper to Stewart.

William G. Mays, the paper's current publisher, purchased The Indianapolis Recorder Newspaper in 1990, entrusting his niece, Carolene Mays to serve as president and general manager. Carolene gave the paper new direction and a blueprint for success for more than 12 years before returning to community service in local government.

Experienced Journalist and longtime Recorder employee, Shannon Williams succeeded Carolene as president and general manager. One of the initial things Williams did in her role as president was form the Recorder Media group which houses the Recorder, its sister publication the Indiana Minority Business Magazine and serves as an in-house marketing/ communications firm.



RECORDER
MEDIAGROUP

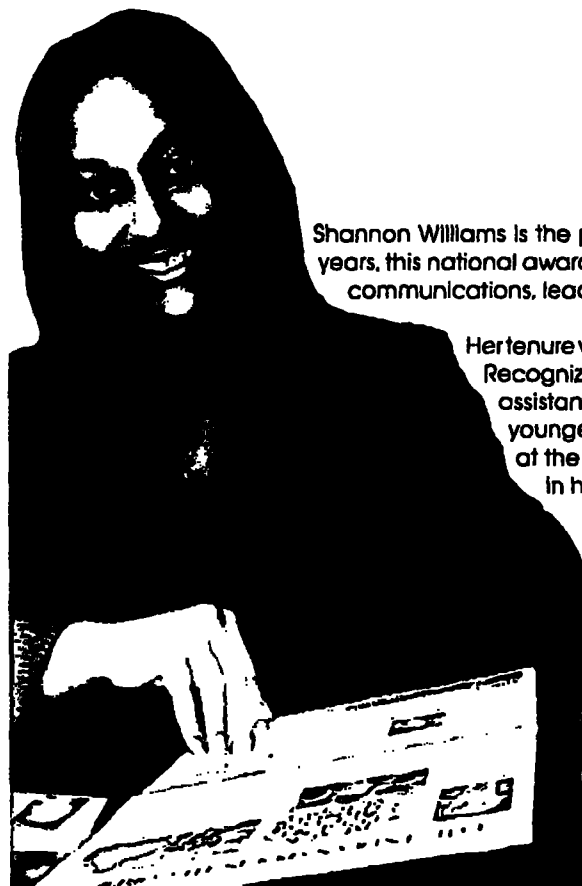
PRESIDENT AND GENERAL MANAGER SHANNON WILLIAMS

Shannon Williams is the president and general manager of Recorder Media Group. Over the years, this national award-winning journalist has demonstrated tremendous skills in the areas of communications, leadership and advocacy.

Her tenure with the company began in 2000 as marketing and circulation manager. Recognizing her vast managerial and written skills, Williams was promoted to assistant editor one year later and in 2002 she became editor, making her the youngest to hold such a title in the history of the company. After only six years at the Recorder, Williams was appointed vice president. She began serving in her current capacity as president and general manager in 2010.

Williams has received numerous awards for her contributions in the communications industry from organizations such as the Society of Professional Journalists and the National Newspaper Publishers Association. Williams was featured in the February 2007 issue of Ebony magazine as one of the nation's future leaders. In addition she was recently recognized by Indianapolis Business Journal in the publication's Forty Under 40 feature that profiles individuals who are excelling in their respective fields.

Williams serves on a variety of nonprofit boards with focus areas ranging from education to the arts. In 2011 Williams made history by becoming the first African - American to serve on the Hoosier State Press Association board.



PUBLISHER WILLIAM G. MAYS

William G. Mays has often been called "Indiana's most successful Black businessman." The highly respected entrepreneur started Mays Chemical Company, Inc. in 1980 and transformed it from a one-person operation in a two-room office to a company that today serves clients in all 50 states, Mexico and Puerto Rico.

Mays Chemical generated more than \$162 million in sales at the end of last year and is ranked amongst the top 13 largest chemical distributors in North America. Mays Chemical Company also has the distinction of repeatedly being on Black Enterprises' top 20 list.

Mays' entrepreneurial spirit and dedication to the community led him to acquire the Recorder in 1990. He is also the former owner of Hoosier Radio and Television Properties, and has significant interest in a property management firm, several golf courses, construction companies, and other small businesses.

His generous philanthropic contributions are a valued resource to many organizations, including the NAACP and The Mays Family Foundation: which he founded to provide funding for youth development and education. Among Mays' extensive list of honors is his position as the first African - American chairman of the Indianapolis Chamber of Commerce and the first African - American appointed chairman of the Indiana Lottery Commission. He holds Honorary Doctorate Degrees from Indiana University, Martin University, Marlan University and the University of Evansville.



Indianapolis is the 12th largest city in the United States, and the second largest city in the Midwest. In 2010, the population of Indianapolis was 820,445, making it one of the fastest growing regions in the United States. It is by-far one of our country's most livable big cities.

For those who reside and work here, Indianapolis has a quality about it that makes even the heart of a bustling downtown feel like home. Indianapolis is comprised of 352,164 households, with an average of 2.44 people living in each household. These households can be broken down into various family types:

- Married with children - 18.4%
- Married without children - 22.8%
- Single parents - 11.8%
- Living alone - 31.8%
- Other - 15.2%

Indianapolis is a city that embraces diversity.
A breakdown of the city's population by race/ethnicity is as follows:

- White - 69.7%
- Black - 25.9%
- Hispanic or Latino - 6.5%
- Asian - 1.6%
- Two or more racial groups - 1.5%
- American Indian or Alaskan Native - 0.3%
- Native Hawaiian and Other Pacific Islands - 0.1 %
- African-American population,
Indy metro Area: 283, 549
- African-American population,
Indianapolis/Marion County: 256,418

THE INDIANAPOLIS MARKET

For much of its history, Indianapolis has oriented itself around government and industry, particularly manufacturing. Today, Indianapolis has a much more diversified economy, contributing to the fields of education, health care, and finance. Tourism is also a vital part of the economy of Indianapolis, and the city plays host to numerous conventions and sporting events. Of these, perhaps the most well known is the annual Indianapolis 500. Other major sporting events include the Brickyard 400 and the Men's and Women's NCAA Basketball Tournaments. January 2012 marked the first time Indianapolis hosted the Super Bowl. Super Bowl XLVI took place at Lucas Oil Stadium and garnered worldwide attention.

Visitors are drawn from all over the globe to enjoy Indianapolis' top-notch professional sports venues, a thriving convention industry and numerous cultural attractions. And when they arrive, they too experience the Hoosier character and hospitality that make Indianapolis special.

Source: The preceding statistical information is derived from statistics gathered by the 2010 U.S. Census Bureau, the U.S. Bureau of Labor Statistics and the Bureau of Economic Analysis.



INDIANAPOLIS RECORDER NEWSPAPER

Since its inception in 1895, the Indianapolis Recorder Newspaper has maintained a solid reputation of providing quality news, advocating for the underserved, and operating with integrity.

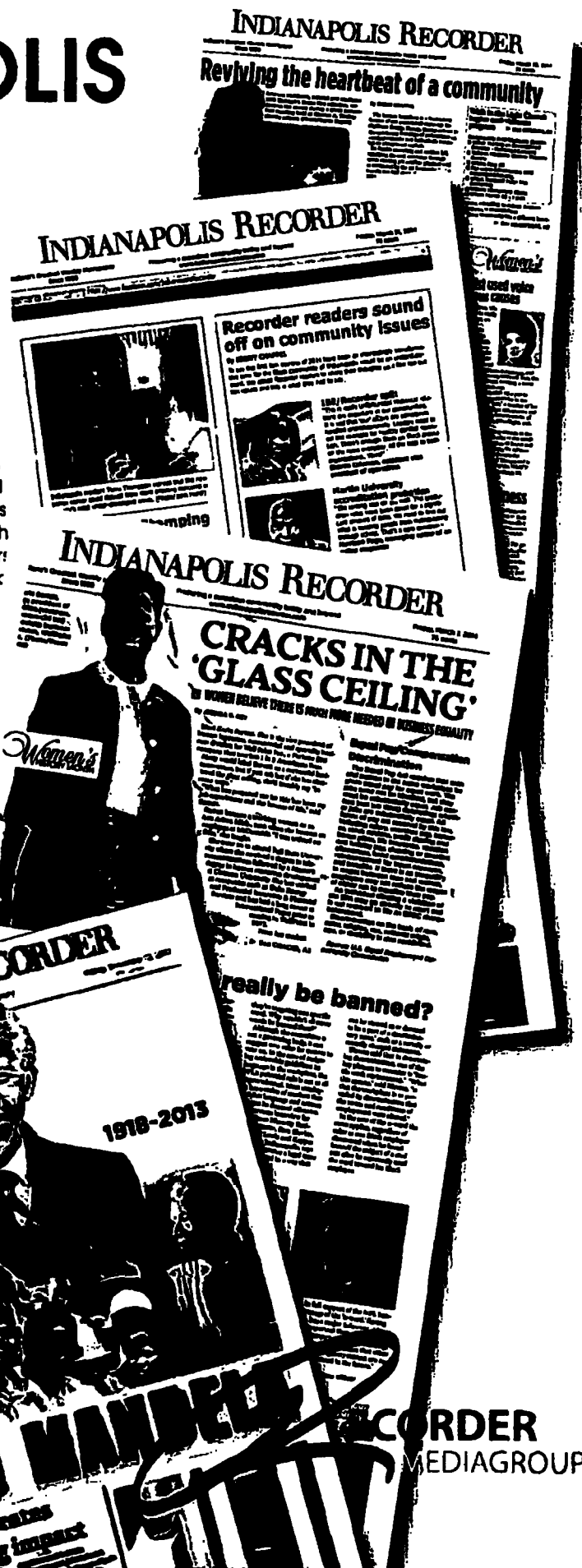
As the fourth oldest-surviving African American newspaper in the country, the Recorder has a staying power that has surpassed hundreds of other publications in its class. This publication has seen and reported it all - from the trials of a segregated country, to the struggles and progression of the Civil Rights Era, to even the triumph of electing America's first Black president - for years the Indianapolis Recorder has taken our responsibility of educating the public very seriously.

The community's incessant trust in the Recorder provides your company with a strong foundation to promote your business.

As the Recorder ushers toward the future we continue to reignite our fire by being more creative in our approach more focused on the concerns of our community and dedicated to the empowerment of African-Americans. That creativity, compassion and dedication transcend the service our team provides for you.

While times have certainly changed since the inception in 1895, our commitment to the people we serve hasn't. Now more than ever, the Recorder is working to meet the needs of our community and our clients. We're doing this with fresh views and a renewed spirit.

The Indianapolis Recorder Newspaper is a certified Minority and Women Business Enterprise with the City of Indianapolis and the state of Indiana.



WHO'S READING THE INDIANAPOLIS RECORDER

Here is some demographic information that may help you choose the Indianapolis Recorder as the platform to promote your products and services:

**Circulation: nearly 11,000 | Readership: 108,000 | Paid circulation: 76%
Unpaid circulation: 24% | Average website page views per month: 44,461**

66% of respondents said they purchase products or services from ads seen in the Indianapolis Recorder.

34% of Recorder readers earn between \$25,001 - \$49,999
28% of Recorder readers earn between \$50,000 - \$74,999

27% of Recorder readers are between the ages of 45-54
37% of Recorder readers are between the ages of 25-44

37% of Recorder readers graduated high school
35% of Recorder readers had some college
21% of Recorder readers graduated college

Percentage of readers who plan to purchase the following in the next 12 months:

84% Women's Apparel
79% Dining & Entertainment
71% Pharmacist/
Prescription Service
70% Men's Apparel
61% Legal Gambling
Entertainment (Lottery,
Casinos, Racetracks, Bingo)
41% Children's Apparel
41% Furniture / Home Furnishings
40% Vacations / Travel

Newspaper ads work!

72% of readers sold or got calls from a newspaper classified ad
77% of readers read retail store ads
72% of readers read an insert always or frequently in the last 30 days
84% of readers have not responded to a Craigslist ad in the last 30 days

Information provided by the Circulation Verification Council, the Newspaper Reader Survey Results (Pulse of America), and an Independent Recorder Media Group study.



RECORDER
MEDIAGROUP

PLAN YOUR WORK WORK YOUR PLAN 2015 EDITORIAL CALENDAR

January

Year-in-Review / Turning over a Leaf (January 2 - broadsheet)

The first issue of 2015 highlights some of the most interesting and highly-discussed news stories of 2014. A synopsis will be given in all areas of the newspaper such as general news, religion, sports, health, etc. This special issue will also feature five things to that can be done to get a fresh start and turn over a new leaf in life.

Gov. Mike Pence: Two Years Later (January 9 - broadsheet)

Halfway into his first term as governor, the Recorder has a one-on-one with Gov. Pence and examines key aspects of his first two years including key accomplishments and controversial decisions.

Champions of Diversity (January 16 - broadsheet)

The Recorder's sister publication, Indiana Minority Business Magazine celebrates its 10-year anniversary! In recognition of the milestone, the annual Champions of Diversity Awards Dinner returns to honor noteworthy individuals, businesses and organizations that are committed to diversity. Learn about each award recipient as well as the history of IMBM in this issue.

February

Black History Month (February 6 - tabloid)

2015 marks the 120th anniversary of the Indianapolis Recorder Newspaper and the annual Black History tabloid is full of all things Recorder including historical moments in the newspaper's history, individuals who have made significant contributions to the Recorder, and a homage to Indiana's premier Black newspaper.

Bring on the Fun (February 27 - tabloid)

With spring break upon us and summer just around the corner, Bring on the Fun gives the rundown on hot destinations and activities the entire family can enjoy while taking a break from school and work. In addition, the Recorder provides a listing of local summer camps and activities for children of all ages.

March

Madly in Love with March (March 20 & 27 - broadsheet)

Everyone is abuzz in March and so is the Recorder! In this issue we break down everything relative to March Madness including profiles on Indiana teams and players. In addition, two of the Recorder's biggest sports fans will keep viewers updated with their favorite picks and brackets via IndianapolisRecorder.com.

April

Final Four in Indy (April 3 - broadsheet)

The Final Four brings more to Indiana than basketball, it also brings a wealth of financial resources which is why the Recorder looks at the tremendous economic impact of the Final Four and other large-scale events hosted in the city. We also highlight the various teams in town for the big showdown. And Final Four coverage wouldn't be complete without an in-depth report on the NCAA.

The popular Around Town section of the paper will feature a cover story on Indiana natives involved in the games, be it a player, coach or member of administration.

Real Estate / Organization (April 17 - broadsheet)

Spring is the perfect time to get organized. And while you're getting organized you may determine you'd like to move into new home. The Recorder gives readers a plethora of organization tips in this issue as well as provides strategies for buying and selling a home. In addition, select Indianapolis realtors will share the secrets of their success.

May

Indiana's Primary Election (May 1 - broadsheet)

Only days away from the May 5 primary election, Hoosiers will have access to key political races, candidate agendas, information on voting sites, as well as Election Day specifics from all political parties.

Tourism (May 1 - tabloid)

All aboard! As travel season kicks off, the Recorder examines the various modes of transportation Indiana residents should consider for their travel plans. The newspaper also looks exotic at locations throughout Indiana that offer the best relaxation, education and fun options for the entire family.

PLAN YOUR WORK WORK YOUR PLAN

A Tribute to Moms (May 8 - broadsheet)

The impact mothers make on the lives of their children is insurmountable and the challenges they endure should never go unnoticed. In honor of Mother's Day the Recorder shares compassionate stories of mothers who faced adversities and overcame challenges. There will also be a listing of social service organizations that assist mothers in need, tips for new moms and organizations moms can participate in to exercise their civic duty.

June

Black Music Month (throughout June - Around Town)

In the past the Recorder has profiled local and national artists in every genre of music. This year we take a look at choirs and their growing popularity across musical genres. In addition, we will also profile various local choreographers.

A Tribute to Dads (June 19 - broadsheet)

Time to celebrate dads! This issue of the Recorder features local fathers who detail fatherhood from their perspective. From their preferred gifts to receive, to parenting advice and the differences between raising sons and daughters; these fathers share everything from a male's perspective. This issue also discusses the important role fathers play in their children's lives and why it's essential to be an active, engaged parent.

Food, Drinks and Fun! (June 26 - tabloid)

We all have to eat, right? As a matter of fact, eating can be quite an enjoyable experience for us. Throw in some great wine or other "spirits," and the experience intensifies. In this special tabloid, the Recorder dishes on food, drinks and fun. Included in the coverage are minority-owned restaurants, profiles of Black chefs, delicious recipes, info on vegetarianism, culinary schools, farmers markets, urban gardens, local wineries and breweries, and the list goes on and on. Food, Drinks and Fun! is the ultimate dining and beverage experience.

July

Independence Day! (July 3 - broadsheet)

In celebration of the United States' anniversary, the Recorder features key historical facts about America, festivities throughout the city, and delicious recipe options for your backyard barbeque.

Summer Happenings (July 17 - tabloid)

In the Recorder's highest-distributed issue of the year we highlight everything relative to summer; from local activities and attractions, to camps and community service centers, and every activity imaginable for children to participate in. Summer Happenings has it all. The annual supplement is distributed during Indiana Black Expo's Summer Celebration and is assessable to thousands of Indianapolis visitors and residents.

Back to School (July 24 - broadsheet)

Everything a parent or child needs to know about school is in this special section. Topics include: tips on bullying; comparisons between charter, public and private schools; helpful tips; and things to consider when selecting a daycare or afterschool program. There is also a photo spread featuring some of today's hottest styles.

August

Indiana State Fair (August 7 - Around Town)

Are you ready to visit livestock, shop cool vendors, attend various concerts AND eat tons of food? If so, you need to check out the Recorder's special coverage of the Indiana State Fair. This issue has everything you need to know about the fair, including key discounts specifically for Recorder readers.

September

Black Business Profiles (Sept. 18 - broadsheet)

African-American business owners in Indy date back hundreds of years. In this special pullout, the Recorder profiles Black-owned businesses throughout the city.

October

Politics - Part 1 (Oct. 23 - broadsheet)

This issue is an extension of the Recorder's primary election coverage. Read about the county finalists and their perspectives on various topics that affect you.

PLAN YOUR WORK WORK YOUR PLAN

October

Politics - Part2 (Oct. 30 - broadsheet)

Not only will readers be briefed on statewide political candidates, there will also be detailed information on voting dos and don'ts, poll sites, key voting facts, and much more.

Exclusive coverage:

*****Celebrating 120 Years of News*****

The Indianapolis Recorder Newspaper, America's 4th oldest Black newspaper and one of the Top 13 African-American newspapers in the country celebrates 120 years of news gathering through six weeks of coverage and festivities. The coverage culminates mid-October with a special 120th Anniversary Celebration where key figures in the newspaper's history, dignitaries and longtime supporters of the paper will celebrate during an evening of food, fun and reflection.

The following are snapshots of coverage in celebration of the Recorder's historic anniversary. Each issue describes the Recorder and the state of local and national affairs that shaped the newspaper's coverage during that time.

The Recorder @ The Beginning (Sept. 11 - broadsheet)

The Recorder @ 25 Years Old (Sept. 18 - broadsheet)

The Recorder @ 50 Years Old (Sept. 25 - broadsheet)

The Recorder @ 75 Years Old (Oct. 2 - broadsheet)

The Recorder @ 100 Years Old (Oct. 9 - broadsheet)

The Recorder Now (Oct. 16 - broadsheet)

November

Gifts Galore! (Nov. 27 - broadsheet)

Just in time for the after Thanksgiving shopping kick-off, this expanded section of the Recorder is a shopper's delight. Complete with affordable gift ideas, cool gadgets, local places to shop and everything else needed for the holiday season, Gifts Galore is a perfect resource to complete your shopping list or stay updated on the hottest items of the season.

December

Healthy Living (Dec. 11 - tabloid)

Healthy Living offers tips to live longer, healthier lives as well as recommendations by some of health care's most respected specialty physicians.

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INDIANAPOLIS RECORDER ADVERTISING RATES

Commission and Payment Terms:

- Agency commission is 15%
- Net due in 10 days
- Payment on account is not dependent upon receipt of tear sheets
- Ads of \$100.00 or less must be paid in advance
- All political ads must be paid in advance
- All rates are net

Political and National Agency Rate: \$36.30

Local Open Rates:

1-13 weeks	\$21.95 per column inch
14-26 weeks	\$20.35 per column inch
27-39 weeks	\$18.76 per column inch
40-52 weeks	\$17.16 per column inch

Non-profit / Church Display:

\$16.34 per column inch

Memoriam / Card of Thanks / Congratulations / Obituary

\$1.50 per word (+) \$8.50 picture (+) \$8.50 Typesetting

Front Page Banner Rates:

A Section	\$750.00
B Section	\$550.00
Around Town	\$350.00

Classified / Real Estate Rates:

\$17.55 per column inch

Legal Rates:

Dissolution of Company	\$70.00 (1x run)
Notice of Final Accounting	\$70.00 (1x run)
Notice of Administration	\$80.00 (2x run)
Change of Name	\$109.00 (3x run)
Dissolution of Marriage	\$109.00 (3x run)
Notice of Adoption	\$109.00 (3x run)
Notice of Real Estate	\$109.00 (3x run)
Petition of Guardianship	\$109.00 (3x run)
Summons by Publication	\$109.00 (3x run)
Ask about Public Notices	

Professional Service Rates:

(13-week contract minimum)
 Five lines \$190.00
 Six lines \$215.00
 (+) \$25.00 each additional line

Color Rates:

Spot Color	\$225.00
Full Color	\$450.00

Insert Rates:

\$55.00 per thousand
 Minimum size: 5" X 7"
 Maximum size: 10" X 13"
 Weight over 6 oz. add \$10.00 per thousand
 *Delivery to printer by Monday of the issue week.

Tabloid Rates:

Inside Front Cover	\$1,200.00
Inside Back Cover	\$1,200.00
Back Cover	\$1,435.00
Center Spread	\$2,000.00
Full page	\$1,035.00
Half page	\$535.00
Quarter page	\$275.00

Around Town Guide Rates:

Full page	\$385.00/week
Half page	\$209.00/week
Quarter page	\$105.60/week
1/8 page	\$55.00/week
1/16 page	\$31.90/week
Color	\$33.00/week
(13-week contract deduct 20%)	
Paid Photos	\$30.00 1/4th page
	\$60.00 1/2th page
	\$120.00 Full page

Website Rates:

Page Curl	\$500.00 flat rate per month
Banner	\$450.00 (100,000 impressions)
Tile	\$400.00 (100,000 impressions)
Display	\$350.00 (100,000 impressions)
Classified	\$100.00 / per week
E-mail Blast	\$125.00 / per blast

Miscellaneous Rates:

Black Business Profile	\$39.00 (1x run)
Layout and Design	20% of total ad cost
Picture insert in ad	\$8.50
Placement	20% of total ad cost
Sponsorships	Please ask
Typesetting	\$8.50



INDIANAPOLIS RECORDER ADVERTISING SPECS

General Rate Policy

- Right is reserved to reject any copy or illustration and to screen materials.
- Liability for error shall in no event exceed cost of space occupied by item published incorrectly.
- Claims for allowances must be made in writing within 10 days of insertion.
- The Indianapolis Recorder is not responsible for errors that are typewritten, or that are received after published deadlines. Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publication.
- Charge accounts must be pre-approved and require a signed insertion order and contract.
- The publisher assumes no liability for the omission of an advertisement from any edition in which such advertisement was scheduled or ordered for publication

Deadlines:

Around Town

**Wednesdays at 5 p.m. for the
following week's issue**

A Section/Business

**Fridays at 5 p.m. for the
following week's issue.**

Religion

Advertising is due

Mondays at noon.

Ad Specs:

Tabloids/Around Town (4 columns)

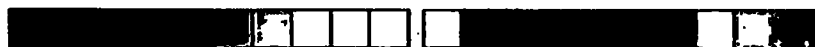
1 col.	2.4866" wide
2 col.	5.0729" wide
3 col.	7.6615" wide
4 col.	10.25" wide

A Section/Business/Religion (6 columns)

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2 col.	3.5167" wide
3 col.	5.3250" wide
4 col.	7.1333" wide
5 col.	8.9417" wide
6 col.	10.75" wide

Order of Service/Legals/Classified (9 columns)

1 col.	1.1" wide
2 col.	2.31" wide
3 col.	3.5167" wide
4 col.	4.72" wide
5 col.	5.9278" wide
6 col.	7.1333" wide
7 col.	8.3389" wide
8 col.	9.54" wide
9 col.	10.75" wide



1-800-454-6001

Page 83

1	5	\$25.00
2	4	\$50.00
3	3	\$75.00
4	4	\$100.00
5	5	\$150.00

First Free Press Baptist Church
 14200 Avenue A
 Houston, TX 77033 • (713) 825-0007

Pastor
Chas. A. Sheppard
First Lady
Linda M. Sheppard

Worship Services:
 10:00 AM
 7:00 PM

Children's Ministry:
 10:00 AM
 7:00 PM

Men's Ministry:
 10:00 AM

Women's Ministry:
 10:00 AM

Prayer Ministry:
 10:00 AM

Music Ministry:
 10:00 AM

Gift Shop:
 10:00 AM

Bookstore:
 10:00 AM

Office:
 10:00 AM

Phone:
 10:00 AM

Address:
 10:00 AM

Website:
 10:00 AM

ROCK OF FAITH
 14200 Avenue A
 Houston, TX 77033 • (713) 825-0007

Worship Services:
 10:00 AM
 7:00 PM

Children's Ministry:
 10:00 AM
 7:00 PM

Men's Ministry:
 10:00 AM

Women's Ministry:
 10:00 AM

Prayer Ministry:
 10:00 AM

Music Ministry:
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Gift Shop:
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Bookstore:
 10:00 AM

Office:
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Phone:
 10:00 AM

Address:
 10:00 AM

Website:
 10:00 AM

PULITAN
 14200 Avenue A
 Houston, TX 77033 • (713) 825-0007

Worship Services:
 10:00 AM
 7:00 PM

Children's Ministry:
 10:00 AM
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Men's Ministry:
 10:00 AM

Women's Ministry:
 10:00 AM

Prayer Ministry:
 10:00 AM

Music Ministry:
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Gift Shop:
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Bookstore:
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Office:
 10:00 AM

Phone:
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Website:
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Chapel Missionary Baptist Church
 14200 Avenue A
 Houston, TX 77033 • (713) 825-0007

Worship Services:
 10:00 AM
 7:00 PM

Children's Ministry:
 10:00 AM
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Men's Ministry:
 10:00 AM

Women's Ministry:
 10:00 AM

Prayer Ministry:
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Music Ministry:
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Gift Shop:
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Bookstore:
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Office:
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Address:
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Website:
 10:00 AM

Sunder Temple
 14200 Avenue A
 Houston, TX 77033 • (713) 825-0007

Worship Services:
 10:00 AM
 7:00 PM

Children's Ministry:
 10:00 AM
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Men's Ministry:
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Women's Ministry:
 10:00 AM

Prayer Ministry:
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Music Ministry:
 10:00 AM

Gift Shop:
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Bookstore:
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Office:
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Phone:
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Address:
 10:00 AM

Website:
 10:00 AM

Ad Size:
2 Columns

1 Col.

2.31 in. (W)

x 4. in. (H)

1.1 in. (W)

x 5. in. (H)

Greater Saint James Missionary Baptist Church
 14200 Avenue A
 Houston, TX 77033 • (713) 825-0007

Worship Services:
 10:00 AM
 7:00 PM

Children's Ministry:
 10:00 AM
 7:00 PM

Men's Ministry:
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Women's Ministry:
 10:00 AM

Prayer Ministry:
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Music Ministry:
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Gift Shop:
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Bookstore:
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Office:
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Phone:
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First Free Press Baptist Church
 14200 Avenue A
 Houston, TX 77033 • (713) 825-0007

Worship Services:
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 7:00 PM

Children's Ministry:
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Men's Ministry:
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Women's Ministry:
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Prayer Ministry:
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Music Ministry:
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Gift Shop:
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Bookstore:
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Chapel Missionary Baptist Church
 14200 Avenue A
 Houston, TX 77033 • (713) 825-0007

Worship Services:
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 7:00 PM

Children's Ministry:
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 7:00 PM

Men's Ministry:
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Women's Ministry:
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Prayer Ministry:
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Music Ministry:
 10:00 AM

Gift Shop:
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Bookstore:
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Phone:
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Address:
 10:00 AM

Website:
 10:00 AM

Sunder Temple
 14200 Avenue A
 Houston, TX 77033 • (713) 825-0007

Worship Services:
 10:00 AM
 7:00 PM

Children's Ministry:
 10:00 AM
 7:00 PM

Men's Ministry:
 10:00 AM

Women's Ministry:
 10:00 AM

Prayer Ministry:
 10:00 AM

Music Ministry:
 10:00 AM

Gift Shop:
 10:00 AM

Bookstore:
 10:00 AM

Office:
 10:00 AM

Phone:
 10:00 AM

Address:
 10:00 AM

Website:
 10:00 AM

Ad Size:
2 Columns

2.31 in. (W)

x 4. in. (H)

Ad Size:
3 Columns

3.51 inches (W)

x 3. inches (H)

Ad Size:
4 Columns

4.72 inches (W)

x 4. inches (H)

Ad Size:
5 Columns

5.9278 inches (W)

x 5. inches (H)

First Free Press Baptist Church
 14200 Avenue A

INDIANAPOLIS RECORDER BROADSHEET SPECS

Full page
(6 columns)

10.75 inches (W)
X 21 inches (H)

Half
page

Vertical
(3
columns)

5.325 (W)
X 20 (H)

Quarter
page
(3 cols.)

5.325 (W)
X 10.5 (H)

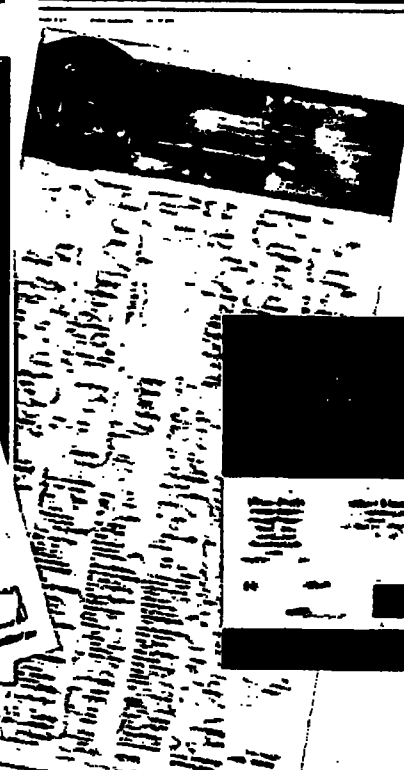
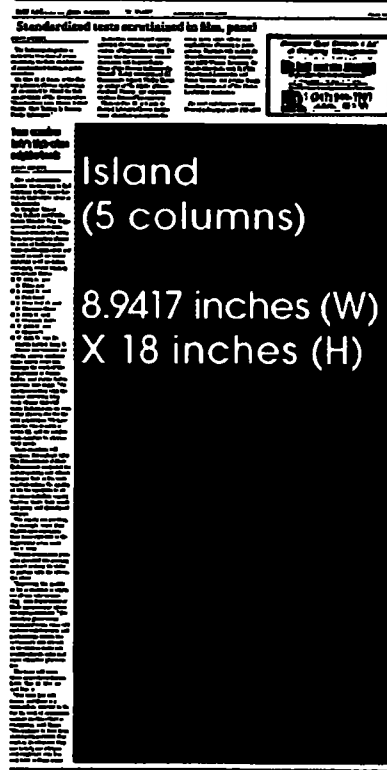
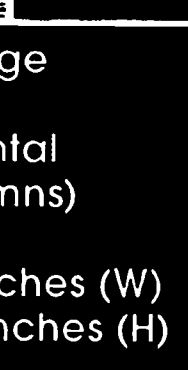
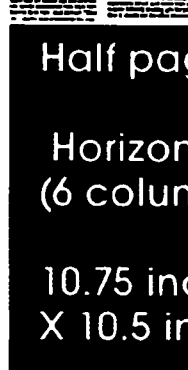
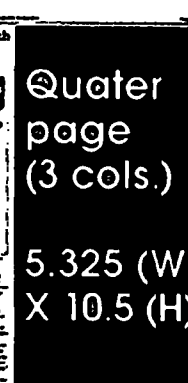
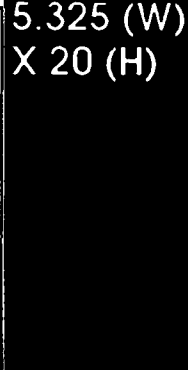
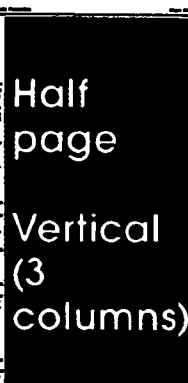
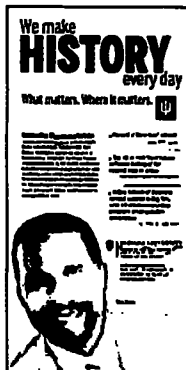
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Island
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X 18 inches (H)



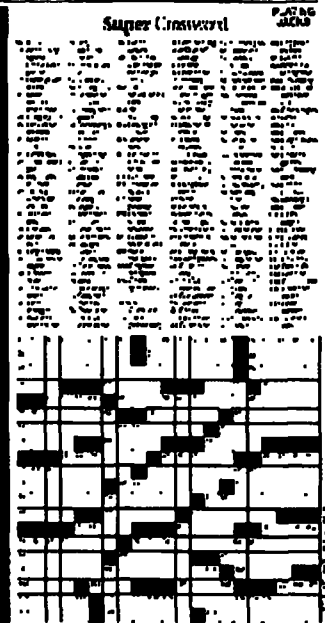
INDIANAPOLIS RECORDER TABLOID SPECS

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X 10.5 inches (H)

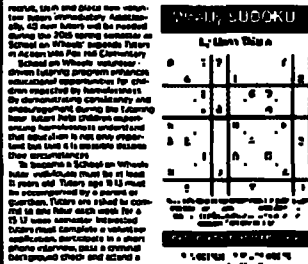
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Vertical
(2 columns)

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inches (W)
X 10.25
inches (H)



Quarter page
(2 columns)

5.0729 inches (W)
X 5.2 inches (H)



Half page
Horizontal
(4 columns)

10.25 inches (W)
X 5.2 inches (H)



Wissenschaften

RMG Media Service Guide #5 1-04-2015 ■ 17



WHO'S READING INDIANA MINORITY BUSINESS MAGAZINE

Here is some demographic information that may help you choose Indiana Minority Business Magazine as the platform to promote your products and services:

Target Readership

- ☐ African Americans ☐ Asian Americans ☐ Hispanic Americans ☐ Native Americans
- ☐ Business Leaders ☐ Community/Civic Leaders ☐ Corporate Americans
- ☐ Disabled Americans ☐ Entrepreneurs ☐ Women in General

Circulation

30,000

Readership

150,000

Indiana at a glance

Males: 49.2%
Females: 50.8%
Population: 6,483,802
Whites: 81.5%
Median income: \$45,427
Home owners: 71.5%

Largest Cities In Indiana

1. Indianapolis
2. Ft. Wayne
3. Evansville
4. South Bend
5. Gary
6. Hammond
7. Bloomington
8. Muncie
9. Lafayette
10. Carmel



PLAN YOUR STATEWIDE COVERAGE 2015 EDITORIAL CALENDAR



First quarter: "Civil Rights Report"* provides an in-depth analysis of how well the Civil Rights act of 1964 and other measures have worked and where we stand today on various areas of diversity. IMBM also will showcase its annual Champions of Diversity. **Deadline Nov. 28, 2014.**



Second quarter: "Up, Up and Away!" takes a look at Indiana's flight and aerospace industries. **Deadline Feb. 20, 2015.**



Third quarter: "Entrepreneurship" examines successful Hoosier entrepreneurs and the path to successful small business ownership. **Deadline May 22, 2015.**



Fourth quarter: "Health, Beauty and Fashion" takes a look at the contributions of these industries to Indiana's bottom line. **Deadline August 21, 2015.**

Each cover story will include a "Leaders in the Field" and "Education and Training" feature tied to its theme.

*These are working titles and may change prior to publication.

INDIANA MINORITY BUSINESS MAGAZINE ADVERTISING RATES

Regular Rates

Color	(1) Issue	(2X)	(3X)	(4X)
Full Page	\$3,200	\$3,000	\$2,825	\$2,500
3/4 Page	\$2,925	\$2,675	\$2,487.50	\$2,250
1/2 Page	\$2,650	\$2,350	\$2,150	\$2,000
1/3 Page	\$2,075	\$1,875	\$1,725	\$1,600
1/4 Page	\$1,500	\$1,400	\$1,300	\$1,200
1/8 Page	\$1,000	\$950	\$900	\$850
Back Cover	\$4,500	\$4,200	\$4,000	\$3,800
Inside Front	\$4,200	\$4,000	\$3,800	\$3,500
Inside Back	\$4,200	\$4,000	\$3,800	\$3,500
Center Spread	\$4,850	\$4,450	\$4,050	\$3,650
Small Business	\$500	\$500	\$500	\$500

Combo Rates

IMBM	(1) Issue	(2X)	(3X)	(4X)
Color				
Full Page	\$3,000	\$2,800	\$2,600	\$2,400
1/2 Page	\$2,450	\$2,150	\$1,950	\$1,750
1/4 Page	\$1,300	\$1,200	\$1,100	\$1,000
Back Cover	\$4,300	\$4,100	\$3,900	\$3,700
Inside Front	\$4,000	\$3,800	\$3,600	\$3,400
Inside Back	\$4,000	\$3,800	\$3,600	\$3,400
Center Spread	\$4,650	\$4,450	\$4,250	\$4,050

Indianapolis Recorder Newspaper Combo Rates

*Rate is based on \$18.50 per col. inch

*Regular color charges are discounted based on number of combo

B/W	(1) Issue	(2X)	(3X)	(4X)
Full Page	\$2,131	\$1,931	\$1,731	\$1,781
1/2 Page	\$1,065	\$965	\$865	\$765
1/4 Page	\$532	\$482	\$432	\$382

Color	(1) Issue	(2X)	(3X)	(4X)
Full Page	\$2,531	\$2,281	\$2,031	\$1,781
1/2 Page	\$1,465	\$1,315	\$1,165	\$1,015
1/4 Page	\$932	\$832	\$732	\$632

Web Rates:

Top Banner (Large)	\$300.00/month
Side Rail (Small)	\$200.00/month
Side Rail (Medium)	\$275.00 /month
Weather-Sponsor	Price Available Upon Request

Additional sizes/prices available upon request

Advertising Positions: Price available upon request

Design, layout
Reproduction and Prepress 20% of advertising cost

Combo Rates

When advertisements for IMBM & the Indianapolis Recorder are purchased simultaneously.

IMBM Policy & Terms

Right is reserved to reject any copy or illustration and to screen materials. Liability for error shall in no event exceed cost of space occupied by item published. IMBM is not responsible for errors in copy received that is not typewritten, or received after published deadlines.

Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publication. Visa, Mastercard, and Discover cards accepted.

Charge account must be pre-approved and require a signed insertion order and contract. The publisher assumes no liability for the omission of an advertisement from any edition in which such advertisement was scheduled or ordered for publication.

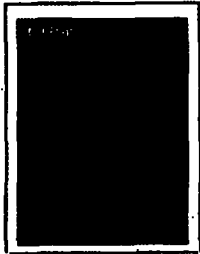
Terms

Full payment must accompany all materials after space is reserved. In the event that the account is turned over to our attorneys for collection, client agrees that he/ she shall be responsible for cost of collections, including court cost and reasonable attorney fees, as well as the principle amount, plus interest of 8% as the law allows.

Cancellation policy

Change or cancellations must be made on or before the space reservation deadline for applicable issue.

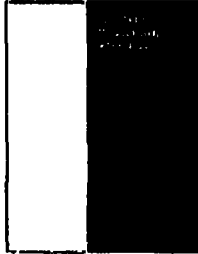
INDIANA MINORITY BUSINESS MAGAZINE ADVERTISING SPECS



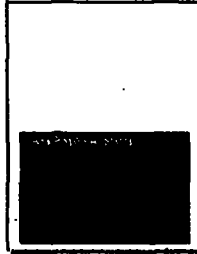
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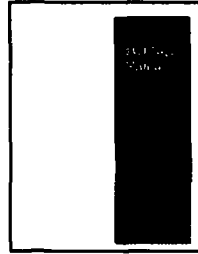
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x (H) 11.125
bleed



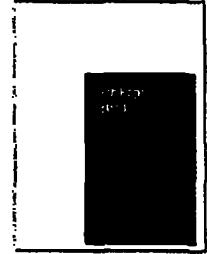
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(vertical)**
A. (W) 4.833
x (H) 10
B. (W) 5.083
x (H) 11.125
bleed



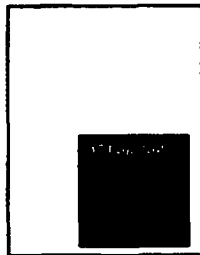
Half Page
A. (horizontal)
(W) 7.5
X (H) 4.9166



B. (vertical)
(W) 3.36
x (H) 10



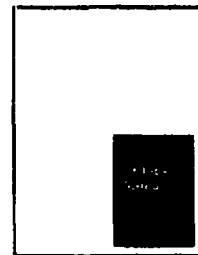
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x (H) 7.5



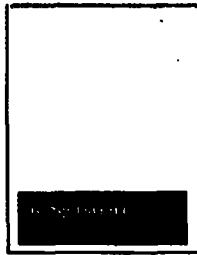
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x (H) 4.9166



B. (vertical)
(W) 2.388
x (H) 10



1/4 page
A. (vertical)
(W) 3.56
x (H) 4.9166

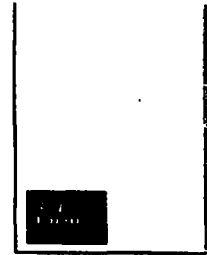


B. (horizontal)
(W) 7.5
x (H) 2.375

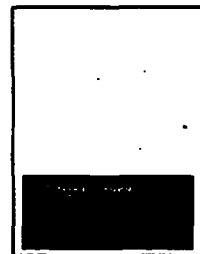


1/6 page
A. (horizontal)
(W) 4.833
x (H) 2.375

B. (vertical)
(W) 2.388
x (H) 4.9166



**Small
Business**
A. (W) 3.5
x (H) 2



C. (horizontal)
(W) 7.5
x (H) 3.222

INNOVATIVE ELECTRONIC & SOCIAL MEDIA STRATEGIES THAT REACH

Our society is entering an age where people obtain their news through alternative sources. That is why the Indianapolis Recorder Newspaper and the Indiana Minority Business Magazine have embraced emerging technology by revamping our websites and plugging into social media.

We offer integrated marketing campaigns that drive sales and awareness. With the growing trend of activity through electronic and social media avenues more and more companies are looking for intelligent marketing solutions that can drive consumer awareness for their brand.

E-Blasts

Members of database receive electronic media distributions from the Recorder Media Group weekly. These E-blasts include highlights from our print publications, the latest in general and entertainment news, as well as client ads. Advertising on our E-blasts is an excellent way to reach the community electronically.

E-Editions

The Recorder understands that the influx of technology in this society has provided millions of Americans with access to the world right at their fingertips. We also realize that many of today's readers want to stay informed in a fast and eco-friendly manner. That's why we offer readers an option. In addition to our print publication, we also have the Indianapolis Recorder E-edition. This electronic edition of the newspaper is an excellent way to have convenient access quality news from your computer or mobile device

Facebook

The Indianapolis Recorder Newspaper has more social media fans and followers than any other local minority media competitor. Through this medium, we offer integrated marketing campaigns that can drive traffic to your website, raise awareness of your brand and help you improve your brand's reputation.

Mobile Apps

The Recorder Media Group is in the final stages of developing a mobile application. This mobile app allows us to connect with readers on an even greater - and faster - scale. Among the many features of the app, readers will be able to enjoy the newspaper on the go from their cell phone and will have the ability to scan QR Codes to leave article comments, enter contests, view advertisements, and see our popular photo galleries.

Television

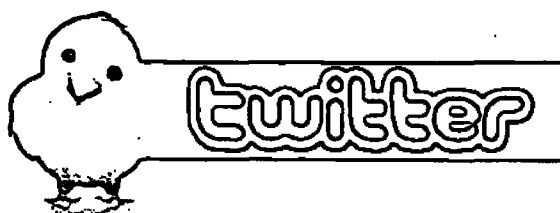
Our popular ROAR (Recorder On Air Report) television show is a 5-minute news segment that airs 12 - 15 times a week on Comcast, Brighthouse, AT&T U-Verse, and local television.

Websites

www.IndianapolisRecorder.com

www.IndianaMinorityBusinessMagazine.com

Both of our publication websites have recently been redesigned, making them more visually stimulating and interactive. In addition to the latest news for their respective audiences, visitors of both sites also have the opportunity to access previous articles from both publications. And through a partnership with the IUPUI Library, issues of the Recorder dating back to 1899 have been digitized and are available for viewing. That partnership has recently been enhanced, making the digitization project an ongoing thing for years to come.



Recorder Media Group provides comprehensive media solutions that are customized to meet the specific needs of each of our clients. Our talented group of strategists, writers, graphic designers and event planners work hard so you don't have to...from concept to delivery, we're there every step of the way.

- Marketing
- Public Relations
- Collaterals
- Graphic Design
- Newsletters
- Publishing
- Script writing
- Strategy development
- Promotional advertising
- Photography

Our staff prides itself on providing quality service and comparable rates. Give us a call today and we will assess your needs and submit a proposal that is customized just for you.

Recorder Media Group...
the missing piece
to your puzzle.



Our Non-Profit

JAWS

JAWS (Journalism And Writing Seminars) is a nonprofit instructional program established through the Indianapolis Recorder Charities to provide minority high school students hands-on training and exposure in the field of journalism. The goal of JAWS is to encourage participants to major in communications in college, graduate, and then pursue careers in journalism.

Through a series of training sessions that occur every September - May, we develop the professional communication skills for area youth. Industry professionals offer high school students instruction on journalistic writing skills through seminars and allow students to apply their knowledge by writing news and feature stories that are published in the Indianapolis Recorder Newspaper. These published "clips" help students as they pursue internship opportunities and as well as in their quest to enter the workforce upon college graduation.

To participate in the program, students complete an application package and are tested on basic skills. Those selected must attend classes twice a month, generally on Saturday mornings.

Guest speakers, field trips and symposiums are scheduled throughout the year to supplement on-site instruction. A core group of trainers conduct seminars on basic communication skills at the beginning of the year which includes:

- Computer basics
- Basic writing
- AP Style
- Gathering sources and interviewing skills
- Copy editing
- Newsroom procedures
- Photography
- Layout and graphic design

For more information on JAWS or to discuss sponsorship opportunities, call (317) 924-5143.



JAWS



NOTABLE ACHEIVEMENTS AND AWARDS



**A. Phillip Randolph
Messenger Award
1st place**

The Indianapolis Recorder Newspaper and the Indiana Minority Business Magazine takes pride in providing quality editorial content and exceptional design. Maintaining a strong community presence is also a top priority for both of our publications.

Here are some awards we were honored to receive in recent years:

Phillip Randolph Messenger Award	1st place
General Excellence Award	1st place
Best Original Advertising	1st place
Best Layout & Design	1st place
Best Layout/Design	
Other Than Page One	1st place
Best Editorial Cartoon	1st place
Best Church Page	1st place
Best Original Advertising	1st place
Best Print Feature	1st place
Best Investigative Reporting	1st place
Best Column Writing	2nd place
Best Entertainment Section	2nd place
Best Church Page	2nd place
Best Circulation Promotion	2nd place
Best Sports Section	2nd place
Best Lifestyle Section	2nd place
Best News Pictures	3rd place
Best Special Edition	3rd place
Best Editorial Cartoon	3rd place

Best Use of Photography Award	3rd place
Community Service Award	3rd place
Best Circulation Promotion	3rd place
General Excellence	3rd place

Best Practices Award
Champions of Diversity Award
Indiana Journalism Award
Indiana Minority AIDS Coalition Media Award
Indianapolis Black Chamber of Commerce Pioneer Award
Governor's Award
Mozel Sanders Foundation Humanitarian Award
State of Indiana Business Award
World AIDS Day Media Award

RECORDER
MEDIAGROUP

100 Years

RMG Media Service Guide #5 1-04-2015 ■ 27

The Recorder Media Group is not only a valuable resource to the community; we are also a trusted ally.



Your Indianapolis Recorder Newspaper Connection

Who we are

Hi, I am Lisa Shoemake



Lisa Shoemake is a highly dedicated and energized senior sales and marketing executive with a knack for accessing the true needs of her clients. Her 14 years of experience has helped her become the highest-grossing representative at the Recorder Media Group.

In addition to meeting the advertising needs of her clients, Lisa also assists with various marketing initiatives and event planning efforts for the Recorder Media Group.

She serves on a variety of non-profit boards and volunteers extensively in the community.

Lisa has a bachelor's degree in communications. In

her spare time she enjoys spending time with her family and friends, socializing and frequent travel. An all-time favorite of Lisa's is listening to live entertainment.

EXHIBIT C

1004410001

Indianapolis Recorder Newspaper

2901 N. Tacoma Ave.
Indianapolis, IN 46218

INVOICE

DATE	INVOICE #
4/27/2018	147315

BILL TO
CONGRESSMAN ANDRE CARSON LAUREN 300 E. FALLCREEK PKWY, STE 300 INDIANAPOLIS, IN 46205

P.O. NO.		TERMS	DUE DATE	REP	ISSUE DATE	FED. ID# 35-0853913	
		ON RECEIPT	4/27/2018	11	4/27/2018		
ITEM	DESCRIPTION		QTY	UNIT PRICE	Run Date	Page	AMOUNT
A060	POLITICAL ADVERTISING		31.5	36.30	04/27/18	A7	1,143.45
A053	COLOR / FULL COLOR			450.00			450.00
	ID: VOTE						
PROOF OF PUBLICATION					Total		
					\$1,593.45		

Please make check payable to:
Indianapolis Recorder.
Please reference your invoice
number on your check. Thank
you for your support.

Balance Due	\$1,593.45
--------------------	------------

EXHIBIT D

060605444091



EchoPoint Media

Media Agreement / Invoice

THIS AUTHORIZES ECHOPOINT MEDIA TO PREPARE AND CHARGE TO OUR ACCOUNT THE FOLLOWING MEDIA ACTIVITY AT THE INDICATED COSTS.

Return Original; Retain Receipt

DATE: 18-Apr-18
ESTIMATE: _____

Client: Andre Carson for Congress
Campaign: 2018 Primary

TOTAL MEDIA COST (NET):	\$7,858.25
EPM FEE (5%):	\$462.25
TOTAL MEDIA COST TO CLIENT:	\$8,320.50

ACCEPTED FOR: Andre Carson for Congress

BY: _____

DATE: _____

SEQUENTIAL LIABILITY:

Client and EchoPoint agree to the American Association of Advertising Agencies' definition of sequential liability for payment to the media:

The agency shall be solely liable for payment of all media invoices if the agency has been paid for those invoices by the advertiser.

Prior to payment to the agency, the advertiser shall be solely liable.

IMPORTANT: This agreement quotes the latest effective rates of which we are advised, and is subject to acceptance by the media buyer. In placing orders, we will invariably enter into contracts which will, according to our experience and judgement, earn the minimum rates for your advertising, and protect you as far as possible under the restrictions imposed by media. If, for any reason, you do not use the amount of advertising specified in these contracts you will, of course, be billed for the difference between the contract rate and the rate you have earned on the advertising actually used, in accordance with the media's regular schedule of rates.



EchoPoint Media

Client:

Andre Carson For Congress

Campaign

2018 Primary

Radio	Net Purchased
WHHH FM	\$ 1,508.75
WTLC AM	\$ 51.00
WTLC FM	\$ 1,891.25
WTTS FM	\$ 1,126.25
WYXB FM	\$ 2,431.00
PANDORA	\$ 850.00
Net Total	\$ 7,858.25
Fee	\$462.25
Invoice Total	<u>\$ 8,320.50</u>

407 Fulton Street
Indianapolis, Indiana 46202
T: 317.264.8400
F: 317.264.8401
www.echopointmedia.com

EXHIBIT E

100 Years of Progress

**FEC
FORM 3****REPORT OF RECEIPTS
AND DISBURSEMENTS**

For An Authorized Committee

Office Use Only

1. NAME OF COMMITTEE (in full) TYPE OR PRINT ▼ Example: If typing, type over the lines. 12FE4M5

Andre Carson for Congress

ADDRESS (number and street)

P.O. Box 1883

Check if different
than previously
reported. (ACC)

Indianapolis

IN

46206

CITY ▲

STATE ▲

ZIP CODE ▲

2. FEC IDENTIFICATION NUMBER ▼

C C00442921

3. IS THIS REPORT ☒ NEW (N) OR AMENDED (A)

STATE ▼ DISTRICT

IN

07

4. TYPE OF REPORT (Choose One)

(a) Quarterly Reports:

April 15 Quarterly Report (Q1)

July 15 Quarterly Report (Q2)

October 15 Quarterly Report (Q3)

January 31 Year-End Report (YE)

Termination Report (TER)

(b) 12-Day PRE-Election Report for the:

☒ Primary (12P)

General (12G)

Runoff (12R)

Convention (12C)

Special (12S)

Election on 05 / 08 / 2018

In the State of IN

(c) 30-Day POST-Election Report for the:

General (30G)

Runoff (30R)

Special (30S)

Election on / / 2018

in the State of

5. Covering Period

04 / 01 / 2018

through

04 / 18 / 2018

I certify that I have examined this Report and to the best of my knowledge and belief it is true, correct and complete.

Moriarty, Timothy, J.,

Type or Print Name of Treasurer

Moriarty, Timothy, J.,

Signature of Treasurer

[Electronically Filed]

Date

04 / 25 / 2018

NOTE: Submission of false, erroneous, or incomplete information may subject the person signing this Report to the penalties of 52 U.S.C. §30109.

Office
Use
Only**FEC FORM 3**
(Revised 05/2016)

160644440001

**SCHEDULE B (FEC Form 3)
ITEMIZED DISBURSEMENTS**Use separate schedule(s)
for each category of the
Detailed Summary PageFOR LINE NUMBER:
(check only one)

PAGE 32 OF 42

<input checked="" type="checkbox"/> 17	<input type="checkbox"/> 18	<input type="checkbox"/> 19a	<input type="checkbox"/> 19b
<input type="checkbox"/> 20a	<input type="checkbox"/> 20b	<input type="checkbox"/> 20c	<input type="checkbox"/> 21

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee.

NAME OF COMMITTEE (In Full)

Andre Carson for Congress

Full Name (Last, First, Middle Initial)

A. EchoPoint Media

Mailing Address 407 Fulton Street

City

Indianapolis

State

IN

Zip Code

46202

Purpose of Disbursement
Media

Candidate Name

Category/
Type

Office Sought:

☐

House

☐

Senate

☐

President

Disbursement For:

☐

Primary

☐

General

☐

Other (specify) ▼

State:

District:

Date of Disbursement

M	M	/	D	D	/	Y	Y	Y	Y
04			18			2018			

FEC Identification Number

C

Amount of Each Disbursement this Period

8320.50

Transaction ID : D610204

Memo Item

Full Name (Last, First, Middle Initial)

B. EZ Mailing Services Inc.

Mailing Address 1832 Executive Drive

City

Indianapolis

State

IN

Zip Code

46241

Purpose of Disbursement
Printing

Candidate Name

Category/
Type

Office Sought:

☐

House

☐

Senate

☐

President

Disbursement For:

☐

Primary

☐

General

☐

Other (specify) ▼

State:

District:

Date of Disbursement

M	M	/	D	D	/	Y	Y	Y	Y
04			18			2018			

FEC Identification Number

C

Amount of Each Disbursement this Period

181.50

Transaction ID : D609935

Memo Item

Full Name (Last, First, Middle Initial)

C. Ganapini, Lauren, . .

Mailing Address 439 S College Ave

City

Indianapolis

State

IN

Zip Code

46203-1022

Purpose of Disbursement
Salary

Candidate Name

Category/
Type

Office Sought:

☐

House

☐

Senate

☐

President

Disbursement For:

☐

Primary

☐

General

☐

Other (specify) ▼

State:

District:

Date of Disbursement

M	M	/	D	D	/	Y	Y	Y	Y
04			13			2018			

FEC Identification Number

C

Amount of Each Disbursement this Period

2264.04

Transaction ID : D610088

Memo Item

SUBTOTAL of Disbursements This Page (optional).....▶

10766.04

TOTAL This Period (last page this line number only).....▶

EXHIBIT F

10044456702



(Indianapolis)(WHHH-FM; WNOW-FM; WTLC-FM; WTLC-AM; WNOW HD2, WHOW HD3)

**Political Broadcast Advertising Disclosure Statement
EFFECTIVE as of 1/27/18**

Legally Qualified Candidates: The stations provide political advertising to candidates who are legally qualified by either (1) publicly announcing their candidacy for a specific office; or having made a substantial showing of genuine candidacy, and (2) if elected, are qualified under the applicable federal, state or local law to hold office. Candidates for federal office are afforded "reasonable access" to air their political commercials. The stations are not required by law to sell advertising time to state and local candidates. Nonetheless, the stations maintain the right to exercise our good faith judgment to determine which state or local races, if any, are of greatest significance and therefore the stations may refuse to sell time to candidates for non-federal races.

Candidate "Uses": A "use" is defined as a non-exempt *positive appearance* on the air by a legally qualified candidate in which, the candidate's voice is identified or is "readily identifiable" by the listening audience. Thus, "use" can be conveyed by the candidate reading the sponsorship tag or the candidate being identified as the person reading the tag; i.e., "Paid for by..." or "Sponsored by..." Such sponsor identification complies with the requirements of Section 317 of the Communications Act. The purchase of time by the candidate or the candidate's authorized campaign committee, or authorized agent with the use of the candidate's voice to promote his or her election to office, qualifies as authorized "use".

Equal Opportunities: A station that permits a "legally qualified" candidate for public office to "use" its facilities must then afford "equal opportunities", often referred to as "equal time," to all other candidates for that office. A candidate acquires a right to equal opportunities only when an appearance is made by an "opposing" candidate. A candidate's right to equal opportunities arises only when a timely request is made, and such requests must be made within seven days of an appearance by an opposing candidate. The stations also may limit the amount of time sold if: (1) the grant of the request would seriously interfere with the station's duty to program in the public interest or (2) the grant of the request would give the last-minute purchaser an unfair advantage over opposing candidates by allowing him or her to saturate broadcast time during the last few days before an election.

Political Rate Window: Political rates for legally qualified candidates are available during the 45-day period before a primary or primary run-off election and during the 60-day period before a general or special election. Under the "lowest unit rate" (LUR), and within the political windows for specific elections, the stations extend their most favorable quantity or volume discount to any legally qualified candidate regardless of the number of commercials purchased by the candidate. The LUR applies only to charges made for the same class and amount of time. The

LUR is based on the most favored rates during the relevant weeks within the political rate window at the time of the request by a candidate to air his or her commercials. Since the most

1
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74

Not an Offer to Sell: This disclosure statement does not constitute an offer to sell time, nor is it a contract; rather, it is a statement of the policies that the stations, in good faith, attempt to follow in connection with the sale and placement of political advertising. The terms of any actual sales of time are contained in the stations' sales contracts and none of the matters contained in this disclosure statement are incorporated by reference in the sales contracts.

19044456706

Radio One (Indianapolis)

Notes:

Rates as of 3/24/18

All rates subject to change

WHHH-FM Dayparts	Preemptible Rate :60	Non-Preemptible Rate :60	Preemptible Rate :30	Non-Preemptible Rate :30
Monday-Friday 6a-10a	\$45	\$90	\$30	\$85
Monday-Friday 10a-3p	\$35	\$75	\$18	\$70
Monday-Friday 3p-7p	\$60	\$115	\$35	\$90
Monday-Friday 7p-12m	\$5	\$25	\$35	\$45
Saturday 6a-10a	\$10	\$25	\$20	\$30
Saturday 10a-3p	\$10	\$20	\$30	\$50
Saturday 3p-7p	\$45	\$85	\$25	\$45
Saturday 7p-12m	\$5	\$30	\$30	\$65
Sunday 6a-10a	\$5	\$25	\$10	\$20
Sunday 10a-3p	\$5	\$10	\$10	\$20
Sunday 3p-7p	\$20	\$35	\$15	\$20
Sunday 7p-12m	\$20	\$25	\$5	\$10

WNOV-FM Dayparts	Preemptible Rate :60	Non-Preemptible Rate :60	Preemptible Rate :30	Non-Preemptible Rate :30
Monday-Friday 6a-10a	\$35	\$55	\$25	\$50
Monday-Friday 10a-3p	\$25	\$40	\$25	\$60
Monday-Friday 3p-7p	\$45	\$80	\$40	\$75
Monday-Friday 7p-12m	\$5	\$10	\$20	\$25
Saturday 6a-10a	\$10	\$15	\$10	\$20
Saturday 10a-3p	\$10	\$20	\$15	\$20
Saturday 3p-7p	\$10	\$15	\$10	\$15
Saturday 7p-12m	\$5	\$10	\$15	\$25
Sunday 6a-10a	\$5	\$15	\$15	\$20
Sunday 10a-3p	\$5	\$10	\$10	\$20
Sunday 3p-7p	\$5	\$15	\$5	\$10
Sunday 7p-12m	\$2	\$10	\$5	\$10

WTLC-FM Dayparts	Preemptible Rate :60	Non-Preemptible Rate :60	Preemptible Rate :30	Non-Preemptible Rate :30
Monday-Friday 6a-10a	\$75	\$100	\$60	\$85
Monday-Friday 10a-3p	\$55	\$75	\$40	\$70
Monday-Friday 3p-7p	\$65	\$125	\$50	\$90
Monday-Friday 7p-12m	\$25	\$50	\$10	\$30
Saturday 6a-10a	\$20	\$35	\$10	\$40
Saturday 10a-3p	\$25	\$30	\$20	\$30
Saturday 3p-7p	\$10	\$30	\$20	\$25
Saturday 7p-12m	\$10	\$55	\$10	\$10
Sunday 6a-10a	\$35	\$85	\$5	\$10
Sunday 10a-3p	\$10	\$20	\$11	\$20
Sunday 3p-7p	\$10	\$20	\$10	\$20
Sunday 7p-12m	\$5	\$65	\$5	\$10

WTLC-AM Dayparts	Preemptible Rate :60	Non-Preemptible Rate :60	Preemptible Rate :30	Non-Preemptible Rate :30
Monday-Friday 6a-10a	\$10	\$25	\$10	\$10
Monday-Friday 10a-3p	\$10	\$25	\$5	\$10
Monday-Friday 1p-3p	\$10	\$50	\$5	\$35
Monday-Friday 3p-7p	\$10	\$20	\$2	\$10
Monday-Friday 7p-12m	\$5	\$10	\$2	\$10
Saturday 6a-10a	\$5	\$10	\$10	\$15
Saturday 10a-3p	\$10	\$20	\$5	\$10
Saturday 3p-7p	\$5	\$20	\$5	\$10
Saturday 7p-12m	\$10	\$15	\$5	\$10
Sunday 6a-10a	\$5	\$15	\$5	\$10
Sunday 10a-3p	\$5	\$10	\$5	\$10
Sunday 3p-7p	\$5	\$10	\$5	\$10
Sunday 7p-12m	\$5	\$10	\$5	\$10

1004440007

Boom 102.9 Dayparts	Preemptible Rate :60	Non-Preemptible Rate :60	Preemptible Rate :30	Non-Preemptible Rate :30
Monday-Friday 6a-10a	\$10	\$17	\$12	\$22
Monday-Friday 10a-3p	\$5	\$20	\$10	\$15
Monday-Friday 3p-7p	\$10	\$25	\$11	\$15
Monday-Friday 7p-12m	\$5	\$5	\$5	\$5
Saturday 6a-10a	\$2	\$10	\$5	\$7
Saturday 10a-3p	\$10	\$20	\$10	\$15
Saturday 3p-7p	\$10	\$10	\$10	\$10
Saturday 7p-12m	\$5	\$5	\$11	\$12
Sunday 6a-10a	\$10	\$5	\$5	\$5
Sunday 10a-3p	\$10	\$20	\$15	\$10
Sunday 3p-7p	\$10	\$5	\$10	\$5
Sunday 7p-12m	\$10	\$5	\$5	\$5
La Grande 105.1 Dayparts	Preemptible Rate :60	Non-Preemptible Rate :60	Preemptible Rate :30	Non-Preemptible Rate :30
Monday-Friday 6a-10a	\$10	\$20	\$10	\$15
Monday-Friday 10a-3p	\$10	\$20	\$10	\$25
Monday-Friday 3p-7p	\$10	\$20	\$10	\$15
Monday-Friday 7p-12m	\$10	\$10	\$5	\$10
Saturday 6a-10a	\$5	\$5	\$5	\$10
Saturday 10a-3p	\$5	\$10	\$10	\$10
Saturday 3p-7p	\$5	\$5	\$5	\$15
Saturday 7p-12m	\$5	\$5	\$5	\$5
Sunday 6a-10a	\$10	\$10	\$5	\$10
Sunday 10a-3p	\$10	\$10	\$5	\$5
Sunday 3p-7p	\$10	\$10	\$5	\$10
Sunday 7p-12m	\$5	\$5	\$5	\$5

10047416008

EXHIBIT G

1004446600



Buy Detail Report

8/2/2018

Client: Andrea Carson for Congress
Media: Radio
Product: Primary
Market: Indianapolis
Flight Date: 4/18/2018-5/13/2018
Estimate: 3261
Description: 2018 Primary Radio
Buyer: Tami Ralby

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Ad-ID 354 RTG	Dur	4/18 4/22	4/23 4/29	4/30 5/6	5/7 5/13	Total Spots	STN Gross Cost
WHFI-FM	Urban	M-F	AM	6:00a-10:00a		0.2	30	2	5	5	2	14	\$30.00
	Urban	M-F	MD	10:00a-3:00p		0.2	30	2	5	5	2	14	\$35.00
	Urban	M-F	PM	3:00p-7:00p		0.3	30	2	5	5	2	14	\$35.00
	Urban	Sa	WK	3:00p-7:00p		0.3	30	3	3	3	0	9	\$25.00
	Urban	Su	WK	10:00a-3:00p		0.2	30	3	3	3	0	9	\$10.00
	Urban	Su	WK	3:00p-7:00p		0.2	30	0	2	2	0	4	\$15.00
Station Total:						15.1						64	\$1,775.00
WTLC-AM	Black Gospel	M-F	MD	1:00p-3:00p		0.1	30	1	4	5	2	12	\$5.00
Station Total:						1.2						12	\$60.00
WTLC-FM	Urban	M-F	AM	6:00a-10:00a		0.5	30	1	4	6	2	13	\$50.00
	Urban	M-F	MD	10:00a-3:00p		0.6	30	1	4	6	2	13	\$40.00
	Urban	M-F	PM	3:00p-7:00p		0.6	30	1	4	6	1	12	\$50.00
	Urban	M-F	EV	7:00p-12:00a		0.2	30	1	4	6	1	12	\$10.00
	Urban	Sa	WK	10:00a-3:00p		0.5	30	1	1	2	0	4	\$20.00
	Urban	Sa	WK	3:00p-7:00p		0.6	30	1	2	3	0	6	\$20.00
	Urban	Sa	EV	7:00p-12:00a		0.3	30	1	1	2	0	4	\$10.00
	Urban	Su	WK	10:00a-3:00p		0.4	30	1	1	3	0	5	\$11.00
	Urban	Su	WK	3:00p-7:00p		0.3	30	1	1	2	0	4	\$10.00
Station Total:						33.9						73	\$2,225.00
WTTX-FM	Adult	M-F	AM	6:00a-10:00a		0.3	30	1	4	6	2	13	\$25.00
	Adult	M-F	MD	10:00a-3:00p		0.3	30	1	4	6	2	13	\$25.00
	Adult	M-F	PM	3:00p-7:00p		0.4	30	1	4	6	1	12	\$25.00
	Adult	M-Su	EV	7:00p-12:00a		0.1	30	1	4	6	1	12	\$5.00
	Adult	Sa	WK	10:00a-3:00p		0.4	30	1	1	2	0	4	\$25.00
	Adult	Sa	WK	3:00p-7:00p		0.4	30	1	1	2	0	4	\$25.00
	Adult	Su	WK	6:00a-7:00p		0.2	30	1	1	2	0	4	\$5.00
	Adult	Su	WK	10:00a-3:00p		0.2	30	1	1	3	0	5	\$11.00
	Adult	Su	WK	3:00p-7:00p		0.2	30	1	1	2	0	4	\$10.00
Station Total:						19.6						71	\$1,225.00
WYIN-FM	Soft AC	M-F	AM	6:00a-10:00a		0.7	30	1	4	6	2	13	\$60.00
	Soft AC	M-F	MD	10:00a-3:00p		0.8	30	1	4	6	2	13	\$65.00
	Soft AC	M-F	PM	3:00p-7:00p		0.8	30	1	4	6	1	12	\$65.00
	Soft AC	M-F	EV	7:00p-12:00a		0.2	30	1	4	6	1	12	\$10.00



Buy Detail Report

Client: Andre Carson for Congress
Media: Radio
Product: Primary
Market: Indianapolis
Flight Date: 4/15/2018-5/13/2018
Estimate: 3261
Description: 2018 Primary Radio
Buyer: Terri Reby

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Adults 35+ RTG	Dur	4/18 4/22	4/23 4/29	4/30 5/6	5/7 5/13	Total Spots	STN Gross Cost
Soft AC Sa	WK	10:00a-3:00p				0.8	30	1	1	2	0	4	\$20.00
Soft AC Sa	WK	3:00p-7:00p				0.7	30	1	2	3	0	6	\$20.00
Soft AC Sa	EV	7:00p-12:00a				0.3	30	1	1	2	0	4	\$10.00
Soft AC Su	WK	10:00a-3:00p				0.8	30	1	1	3	0	5	\$11.00
Soft AC Su	WK	3:00p-7:00p				0.4	30	1	1	2	0	4	\$10.00
Station Total:						44.7						73	\$2,860.00
Spots Per Week								40	92	135	26	283	
Cost Per Week								958	2,633	3,749	805	8,245	
TRPs Per Week								14.8	35.4	54.0	10.3	114.5	

SCHEDULE TOTALS

TOTAL SPOTS: 283
TOTAL COST: \$8,245.00
TOTAL Adults 35+ TRPs: 114.5
TOTAL Adults 35+ Reach Per Frequency: 30.9%/3.7

Disclaimer



EchoPoint Media

Summary by Station/System

Summary by Market

Date: 8/3/2018

Client: Andre Carson for Congress
Media: Radio
Product: Primary
Estimate: 3261
Description: 2018 Primary Radio
Flight Start Date: 4/16/2018 05:00 AM
Flight End Date: 5/13/2018 04:59 AM
Primary Demo: Adults 35+
Separation between spots: 30
Buyer: Terri Reilly

Market	Total Spots	STN Gross	PCT	Adults 35+		Roach Pct / Freq	
				GRP	PCT		
Indianapolis	293	\$8,245.00	100%	114.5	100%	30.9%	3.7
Estimate Total:	293	\$8,245.00		114.5			