

## Media Advertising Schedule

LINE 1 - Give a brief description of the content of the advertisement.

LINE 2 - Enter the last name of the candidate for Governor in the first blank area. Enter the last name of the candidate for Lieutenant Governor in the second blank area.

LINE 3 - Use separate media advertising schedules to report advertising that supports the named Slate and advertising that opposes the named Slate. Place a check in the appropriate blank on line 3 to indicate which type of advertising each page of the schedule represents.

LINE 4 - Enter the name and address of the individual or organization purchasing the ad. If the source of the funds for the purchase is different than the purchaser, list that source of funds.

### **EXAMPLE:**

- *An agent of the Sure Victory consulting agency brings a check from the account of the Sure Victory consulting agency to purchase advertising for the Jack/Jill Slate. The line 4 name and address of the purchaser would be that of Sure Victory consulting agency. The source of funds would be the Jack/Jill Slate.*

LINE 5 - List the amount paid to the newspaper or magazine.

LINE 6 - Give a brief description of the content of the advertisement.

Check the appropriate boxes as the required materials are attached to the schedule:

- Attach a copy of the advertisement or a tear sheet.
- Attach a copy of the receipt for funds paid (invoice) for each advertising purchase.

LINE 7 - Enter the issue date(s) of the publication containing the advertisement.

LINE 8 - List the number of times the ad ran per issue.

LINE 9 - List the size of the advertisement.