

ASSEMBLY TRAFFIC INSTRUCTIONS

Date: March 2, 2020

Client: (MBLM) Michael Bloomberg for President
PRODUCT: (MBLM) Michael Bloomberg for President

LENGTH: 60
ESTIMATE: 134 (Radio)

Traffic Contacts
GriceL Luna 561-406-9801

gricel.luna@media-asm.com

ASMBloom Traffic 212-522-5222

ASMTrafficBLOOM@media-asm.com

1 Q 2020 Traffic Instructions

Networks: Gen Media Partners
Katz Radio Group
PREM/iHeart Radio
ESPN AM
SAL FM

Ad-ID/ISCI Code	Title	Length	Rotation %	Flight Dates
MRBPKR60-09	Chaotic	:60	50%	03/02/20 - UFN
MRBPKR60-10	Lead Us Through	:60	50%	03/02/20 - UFN

Spot sent via email.

Please confirm receipt of all materials.

Order #412701: Katz Media../Bloomberg../Bloomberg ../134.

Date	Action	Time	Comment	By	Total \$	Spots	Expected CH
02/28/20 1:05:25 PM	Processed		[cleared cash in adv]	Tamara Bl	\$5,350.00	24	0.00
02/28/20 1:04:44 PM	Processed		<async process>	Brian Curs	\$5,350.00	24	0.00
02/28/20 12:41:53 PM	Approved			Christy Jol	\$5,350.00	24	0.00
02/28/20 12:41:50 PM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Christy Jol	\$5,350.00	24	0.00
02/28/20 12:40:08 PM	Approval Workflow		[Sales Manager - Ready Default]	Erik Christ	\$5,350.00	24	0.00
02/28/20 12:35:01 PM	Ready for approval		New order	Daniel Pat	\$5,350.00	24	0.00
02/28/20 12:34:21 PM	New order created		Imported EC Order	Daniel Pat	\$5,350.00	24	0.00

[Sorted by: Date]

New Business Thru: _____
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KXXR	02/29/20	03/03/20	Sa-Su Midday Sa-Su	CM	10:00 AM-3:00 PM	-----S-	1:00	4	\$100.00	P-30	0.00	NM	4	\$400.00
This is a non-premptible class order															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/29/20	03/06/20	-----S-					4	\$100.00		0.00			
N 2	KXXR	02/29/20	03/03/20	Sa-Su PM Sa-Su	CM	3:00 PM-7:00 PM	-----S-	1:00	4	\$100.00	P-30	0.00	NM	4	\$400.00
This is a non-premptible class order															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/29/20	03/06/20	-----S-					4	\$100.00		0.00			
N 3	KXXR	03/02/20	03/03/20	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	M-----	1:00	3	\$250.00	P-30	0.00	NM	3	\$750.00
This is a non-premptible class order															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/02/20	03/08/20	M-----					3	\$250.00		0.00			
N 4	KXXR	03/02/20	03/03/20	M-F Evening M-F	CM	7:00 PM-12:00 XM	M-----	1:00	1	\$50.00	P-30	0.00	NM	1	\$50.00
This is a non-premptible class order															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/02/20	03/08/20	M-----					1	\$50.00		0.00			
N 5	KXXR	03/02/20	03/03/20	M-F Midday M-F	CM	10:00 AM-3:00 PM	MT-----	1:00	6	\$175.00	P-30	0.00	NM	6	\$1,050.00
This is a non-premptible class order															

Order / Rev: 412701
 Alt Order #: 33765114
 Flight Dates: 02/29/20 - 03/03/20

Advertiser: Bloomberg/D/President
 Product Desc: Bloomberg 134.
 Estimate: 134.

KXXR-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/02/20	03/08/20	MT-----					6	\$175.00		0.00			
N 6	KXXR	03/02/20	03/03/20	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	MT-----	1:00	6	\$450.00	P-30	0.00	NM	6	\$2,700.00
This is a non-premptible class order															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/02/20	03/08/20	MT-----					6	\$450.00		0.00			
													Totals	24	\$5,350.00

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) 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 or if 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.

Candidate/Authorized Committee/Agency

Signature:

Catherine Warburton

Name: Catherine Warburton

Date: 2/14/20

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

☒ Yes☐ No

Date ad received:

2/28/20

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above):

☒ Yes☐ No☐ N/A

Disposition:



Accepted



Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*



Rejected - provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

33765114

Station Call Letters:

KXXR

Date Received/Requested:

2/28/20

Est. #:

134

Station Location:

Mpls., MN

Run Start and End Dates:

2/29/20 - 3/3/20

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

CONT# Feb 28, 20
 REP 33765114 Mod# Ver# 1 (Last =)
 TO Cumulus Media National Sales
 FM KXXR-FM (Minneapolis-St. Paul, MN)
 OFF ROBERT FRAZZETTO (NY)
 AGY NEW YORK
 ADDR Katz Media Group
 125 West 55th Street 3rd Floor
 New York, NY 10019

DDS CONT# 0
 C/P/E: / / 134.

SALESPERSON FAX#

PH #

BYR Helen Hanratty
 ADV MICHAEL BLOOMBERG FOR PRESIDENT
 PDT Bloomberg 134.
 FLT Feb 29, 20 - Mar 03, 20

* REP ORDER COMMENT *

** 2/28/2020 2:50:00 PM: NEW ORDER PLEASE CONFIRM IMMEDIATELY - GO TO YOUR NY MANAGER WITH QUESTIONS!

** 2/28/2020 2:50:00 PM: THIS IS A KATZ MEDIA GROUP ORDER. ALL BILLING SHOULD BE SENT TO KATZ MEDIA GROUP 125 W 55TH ST./NY,NY 10019. KATZ MEDIA GROUP IS NOT LIABLE FOR PAYMENT.

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		FLIGHT 1							
	1.1S.	10A - 3P	60	2/29/2020 - 2/29/2020	1W	4	\$100.00	4
	1.2S.	3P - 7P	60	2/29/2020 - 2/29/2020	1W	4	\$100.00	4
		** WEEKLY FLIGHT TOTALS **					8	\$800.00	
		FLIGHT 2							
	2.1	M.....	3P - 7P	60	3/2/2020 - 3/2/2020	1W	3	\$250.00	3
	2.2	M.....	7P - 12A	60	3/2/2020 - 3/2/2020	1W	1	\$50.00	1
	2.3	MT.....	10A - 3P	60	3/2/2020 - 3/3/2020	1W	6	\$175.00	6
	2.4	MT.....	6A - 10A	60	3/2/2020 - 3/3/2020	1W	6	\$450.00	6
		** WEEKLY FLIGHT TOTALS **					16	\$4,550.00	

	Mar 20					
SPOTS	24					
CASH	5350.00					
TRADE	0.00					
NSL	0.00					
TOTAL	5350.00					

					TOTAL
SPOTS					24
CASH					5,350.00
TRADE					0.00
NSL					0.00
TOTAL					5,350.00

Feb 28, 20
CONT# 33765114 Mod# Ver# 1 (Last =)
REP Cumulus Media National Sales

DDS CONT# 0
C/P/E: / / 134.

**** Competitive Comments ****

SVC: WI09 MSA ARB

Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

Traffic Contacts

Grice! Luna 561-406-9801

gricel.luna@media-asm.com-----
ASMBloom Traffic 212-522-5222ASMTrafficBLOOM@media-asm.com

ASSEMBLY TRAFFIC INSTRUCTIONS

Date: February 27, 2020

Client: (MBLM) Michael Bloomberg for President

PRODUCT: (MBLM) Michael Bloomberg for President

LENGTH: 60

ESTIMATE: 134 (Radio)

1Q 2020 Traffic Instructions REV3

Networks: Gen Media Partners, Katz Radio Group PREM/iHeart Radio, ESPN AM, SAL FM

General Market Copy - following formats (ALL Format Genres)

Ad-ID/ISCI Code	Title	Length	Rotation %	Flight Dates
MIRBPBKR6009_Chaoitic_60	Chaotic	:60	100%	02/27/20 - UFN Effective ASAP

Spot sent via email. Please confirm receipt of all materials.



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

I, Catherine Warburton, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →



FEDERAL CANDIDATE



STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Michael Bloomberg

Authorized committee:

Mike Bloomberg 2020, Inc.

Agency requesting time (and contact information):



N/A Assembly

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

President

Date of election:

Date varies by state

3/3/20



General



Primary

Treasurer of candidate's authorized committee:

Hayden Horowitz

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):



the candidate listed above who is a legally qualified candidate, or



the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.

Candidate/Committee/Agency	Station Representative
Signature: <u>Catherine Warburton</u>	Signature: <u>Erik Christensen</u>
Name: Catherine Warburton	Name: Erik Christensen
Date of Request to Purchase Ad Time: <u>2/28/20</u>	Date of Station Agreement to Sell Time: <u>2/28/20</u>