

# ORDER



**Orders**  
**Order / Rev:** 739785  
**Alt Order #:**  
**Product Desc:** Feb Mar  
**Estimate:**  
**Flight Dates:** 02/21/24 - 03/01/24  
**Original Date / Rev:** 02/20/24 / 02/20/24  
**Order Type:** GENERAL

**KVLY-FM**

**Primary AE:** Melba Gutierrez - 0689  
**Sales Office:** L-MCA  
**Sales Region:** LOCAL

**Agency Name:** Decibel Communications  
**Buying Contact:**  
**Billing Contact:**  
 2016 Orchid Ave  
 McAllen, TX 78504

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Nereida Lopez Singletery Campagin  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL  
**Priority:** P-13

**New Business End:**  
**Advertiser External ID:** 001RP0000081WJ4YAM  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/01/24	02/29/24	68	\$1,800.00	\$1,530.00
03/01/24	03/01/24	7	\$210.00	\$178.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	68	\$1,800.00	\$1,530.00	0.00
March 2024	7	\$210.00	\$178.50	0.00
<b>Totals</b>	<b>75</b>	<b>\$2,010.00</b>	<b>\$1,708.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melba Gutierrez - 0689			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KVLY	02/22/24	02/23/24	M-F 6a-7p M-F 6a-7p	CM	6a--7p	---TF--	:30	24	\$30.00	P-13	0.00	NM	24	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/24	02/25/24	---TF--		24				\$30.00		0.00			
N 2	KVLY	02/24/24	02/25/24	Sa-Su 6a-7p Sa-Su 6a-7p	CM	6a-7p	-----88	:30	16	\$15.00	P-13	0.00	NM	16	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/24	02/25/24	-----88		16				\$15.00		0.00			
N 3	KVLY	02/26/24	03/01/24	M-F 6a-7p M-F 6a-7p	CM	6a--7p	MTWTF--	:30	35	\$30.00	P-13	0.00	NM	35	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/24	03/03/24	MTWTF--		35				\$30.00		0.00			
													<b>Totals</b>	<b>75</b>	<b>\$2,010.00</b>



# Nereida Lopez Singletery Campaign Decibel Communications

From: Melba Gutierrez Franklin  
 Phone: (956) 687-4848 x105  
 Email: mgutierrez@enthravision.com  
 2/20/2024 1:36 PM

Flight Dates: 02/21/2024 - 03/01/2024  
 Demo: P 18+

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN  
 Survey: FA23  
 Geography: Metro

NTR Market:  
 Survey:  
 Geography:  
 NTR Sourcing:

	Daypart /Ad Type	DP Code/Ad Placement	Spots/Units	Length/Size	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs
<b>Radio Total</b>			<b>75</b>		<b>\$26.80</b>	<b>\$2,010.00</b>	<b>1.0%</b>	<b>\$26.14</b>	<b>76.9</b>		<b>100%</b>	<b>18.8%</b>	<b>172,200</b>	<b>4.1</b>	<b>703,600</b>
<b>Radio Total</b>			<b>75</b>		<b>\$26.80</b>	<b>\$2,010.00</b>	<b>1.0%</b>	<b>\$26.14</b>	<b>76.9</b>		<b>100%</b>	<b>18.8%</b>	<b>172,200</b>	<b>4.1</b>	<b>703,600</b>
<b>KMLY-FM</b>			<b>75</b>		<b>\$26.80</b>	<b>\$2,010.00</b>	<b>1.0%</b>	<b>\$26.14</b>	<b>76.9</b>		<b>100%</b>	<b>18.8%</b>	<b>172,200</b>	<b>4.1</b>	<b>703,600</b>
<b>Flight A - 1 wk (02/19)</b>															
			40		\$24.00	\$960.00	1.0%	\$25.00	38.4		48%	13.0%	119,300	3.0	353,600
<b>One Week Total</b>			40		\$24.00	\$960.00	1.0%	\$25.00	38.4		48%	13.0%	119,300	3.0	353,600
	M-F 6A-7P	PROT	24	30	\$30.00	\$720.00	1.1%	\$27.27	26.4	69%	75%	10.5%	96,000	2.5	240,000
	Sa 6A-7P		8	30	\$15.00	\$120.00	1.0%	\$15.00	8.0	21%	13%	3.9%	35,900	2.1	74,400
	Su 6A-7P		8	30	\$15.00	\$120.00	0.5%	\$30.00	4.0	10%	13%	2.4%	22,200	1.8	39,200
<b>Flight A - 1 wk (02/26)</b>															
			35		\$30.00	\$1,050.00	1.1%	\$27.27	38.5		52%	11.9%	108,700	3.2	350,000
<b>One Week Total</b>			35		\$30.00	\$1,050.00	1.1%	\$27.27	38.5		52%	11.9%	108,700	3.2	350,000
	M-F 6A-7P	PROT	35	30	\$30.00	\$1,050.00	1.1%	\$27.27	38.5	100%	100%	11.9%	108,700	3.2	350,000

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: MCALLEN-BROWNSVILLE-HARLINGEN; FA23; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

This report was created in TAPSCAN using the following NTR information: P 18+; See Detailed Sourcing Page for Complete Details.



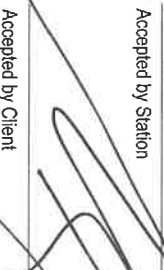


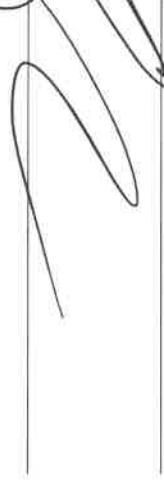
**Nereida Lopez Singletery Campaign**  
**Decibel Communications**

From: Melba Gutierrez Franklin  
 Phone: (956) 687-4848 x105  
 Email: mgutierrez@entravision.com  
 2/20/2024 1:36 PM

**Schedule Grand Totals: 2 Weeks**

Stations	Spots/Units	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs	CPM
<b>Radio Total</b>	<b>75</b>	<b>\$26.80</b>	<b>\$2,010.00</b>	<b>1.0%</b>	<b>\$26.14</b>	<b>76.9</b>		<b>100%</b>	<b>18.8%</b>	<b>172,200</b>	<b>4.1</b>	<b>703,600</b>	<b>\$2.85</b>
<b>KMLY-FM</b>	<b>75</b>	<b>\$26.80</b>	<b>\$2,010.00</b>	<b>1.0%</b>	<b>\$26.14</b>	<b>76.9</b>		<b>100%</b>	<b>18.8%</b>	<b>172,200</b>	<b>4.1</b>	<b>703,600</b>	<b>\$2.85</b>
<b>Radio Total</b>	<b>75</b>	<b>\$26.80</b>	<b>\$2,010.00</b>	<b>1.0%</b>	<b>\$26.14</b>	<b>76.9</b>		<b>100%</b>	<b>18.8%</b>	<b>172,200</b>	<b>4.1</b>	<b>703,600</b>	<b>\$2.85</b>

Accepted by Station  Date \_\_\_\_\_

Accepted by Client  Date 2/20/24

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.  
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 This report was created in TAPSCAN using the following NTR information: P 18+; See Detailed Sourcing Page for Complete Details.  
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# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, NEIL BARRACLOUGH, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE  FEDERAL CANDIDATE  
 STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: NEREIDA LOPEZ-SINGLETERRE

Authorized committee: NEREIDA LOPEZ-SINGLETERRE CAMPAIGN

Agency requesting time (and contact information):

N/A

Candidate's political party: DEMOCRATIC

Office sought (no acronyms or abbreviations): 476<sup>th</sup> DISTRICT COURT

Date of election: MARCH 5<sup>th</sup> 2024  General  Primary

Treasurer of candidate's authorized committee: NOELIA LOPEZ

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: 	Signature: 
Name: <u>NEIL BARRACLOUGH</u>	Name: <u>Melba Gutierrez Franklin</u>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <u>2/21/24</u>

**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:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 2-21-24

**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 #: <u>739785</u>	Station Call Letters: <u>KVLY</u>	Date Received/Requested: <u>2/21/24</u>
Est. #:	Station Location: <u>Metter 801 N JALISAR TR 78501</u>	Run Start and End Dates: <u>2-22-24 to 3-1-24</u>

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.