

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <div style="text-align: center; font-size: 1.2em; margin-top: 10px;">KVMX</div>	Date: <div style="text-align: center; font-size: 1.2em; margin-top: 10px;">10/30/14</div>
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I, Sheri Sadler, Sadler STRATEGIC MEDIA, INC.
do hereby request station time concerning the following issue:

Vote Yes on Prop45

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See order					

This broadcast time will be used by: _____



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

See Letter of Authorization

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

See Letter of Authorization

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

5/23/14 *Sheli Gottlieb* 818-506-5443
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Sheli Gottlieb Sheli Gottlieb National Political Coordinator
Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See schedule / order</i>					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

CONSUMER WATCHDOG
CAMPAIGN
Vote Yes on Prop 45
Lower Health Insurance Premiums

September 2, 2014

Sheri Sadler
Sadler Strategic Media, Inc.
12103 Viewcrest Road
Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent Consumer Watchdog Campaign in support of Proposition 45.

Our current disclosure as it will appear on ads:

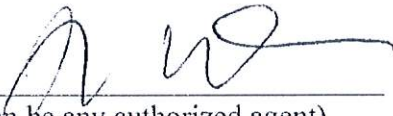
"Paid for by Consumer Watchdog Campaign – Yes on 45, a coalition of consumer advocates, attorneys, policyholders, and nurses. 777 S. Figueroa St., Ste. 4050, Los Angeles, CA 90017. Major Funding by Consumer Watchdog Campaign and Thomas Steyer."

Our official information is as follows:

Consumer Watchdog Campaign
2701 Ocean Park Boulevard, Ste 112
Santa Monica, CA 90405
Phone: (310) 392-0522
Fax: (310) 392-8874
Harvey Rosenfield, President
Jamie Court, Director/Secretary/Treasurer
FEDERAL I.D.# 95-4469690

The board of directors for Consumer Watchdog Campaign is:

Harvey Rosenfield	Director/President
Jamie Court	Director/Secretary/Treasurer
Marylan Goodman	Director
John Richard	Director



Signature (Can be any authorized agent)
Jamie Court, Director/Secretary/Treasurer

2701 Ocean Park Blvd., Suite 112, Santa Monica, CA 90405

*Paid for by Consumer Watchdog Campaign – Yes on 45, a coalition of consumer advocates, attorneys, policyholders, and nurses.
777 S. Figueroa St., Ste. 4050, Los Angeles, CA 90017. Major Funding by Consumer Watchdog Campaign and Thomas Steyer.*
Computer generated / Printed in-house

Order Item Summary



KYMX-FM

Order#: 9780	CF NTL-Cash-Political	Start - End: 10/31/2014 - 11/3/2014	HL#: 28248386	Created: 10/30/2014 12:43 P
Advertiser: YES ON 45 (91376)	555 CAPITAL MALL SUITE 1425 SACRAMENTO, CA 95814	Alt Ord Id: Rep Firm-28248386	Print Invoice Locally: N	Updated:
Agency: SADLER STRATEGIC MEDIA (152445)	12103 Viewcrest Rd Studio City, CA 91604-3640	CPE: -/1610	Co-op Invoice: N	Confirmed: 10/30/2014 01:38 P
AE: Katz-LA House (Katz-LA)		Product: Lower Health Insuran	Do Not Mail Invoice: N	Contract: 10/30/2014 01:39 P
Buyer:		Demo: P18+ DMA RTG	Apply Taxes: N	Billing Int: Normal
		Agency Commission: 15%	Notarize Invoice: N	Billing Mth: Item Rate
		Self Protection Intri: :30:00	Print Affidavit: N	Comm Cat: Standard
			Print Sub Invoice: N	Supress Rates: N
			Notarize Sub Invoice: N	Schedule Code: C

Item	Time Class		Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	P18+	Rate	Spots	Total	NRate A/G	LC
001	CF	6:00:00-10:00:00	**** F **	MORN	Airtime (Broadcast) Standard	60	C	:30:00	0.00	\$300.00	8	\$2,400.00	\$300.00	
	<u>Start</u>	<u>End</u>	<u>Oct 27</u>											
	10/31/14	10/31/14	8											
Item	Time Class		Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	P18+	Rate	Spots	Total	NRate A/G	LC
002	CF	10:00:00-15:00:00	**** F **	MID	Airtime (Broadcast) Standard	60	C	:30:00	0.00	\$300.00	8	\$2,400.00	\$300.00	
	<u>Start</u>	<u>End</u>	<u>Oct 27</u>											
	10/31/14	10/31/14	8											
Item	Time Class		Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	P18+	Rate	Spots	Total	NRate A/G	LC
003	CF	15:00:00-19:00:00	**** F **	AFTN	Airtime (Broadcast) Standard	60	C	:30:00	0.00	\$300.00	8	\$2,400.00	\$300.00	
	<u>Start</u>	<u>End</u>	<u>Oct 27</u>											
	10/31/14	10/31/14	8											
Item	Time Class		Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	P18+	Rate	Spots	Total	NRate A/G	LC
004	CF	10:00:00-15:00:00	***** S *	WKND	Airtime (Broadcast) Standard	60	C	:30:00	0.00	\$140.00	2	\$280.00	\$140.00	
	<u>Start</u>	<u>End</u>	<u>Oct 27</u>											
	11/01/14	11/01/14	2											
Item	Time Class		Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	P18+	Rate	Spots	Total	NRate A/G	LC
005	CF	6:00:00-10:00:00	M *****	MORN	Airtime (Broadcast) Standard	60	C	:30:00	0.00	\$300.00	2	\$600.00	\$300.00	
	<u>Start</u>	<u>End</u>	<u>Nov 03</u>											
	11/03/14	11/03/14	2											
Item	Time Class		Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	P18+	Rate	Spots	Total	NRate A/G	LC
006	CF	10:00:00-15:00:00	M *****	MID	Airtime (Broadcast) Standard	60	C	:30:00	0.00	\$300.00	2	\$600.00	\$300.00	
	<u>Start</u>	<u>End</u>	<u>Nov 03</u>											
	11/03/14	11/03/14	2											
Item	Time Class		Eligible Days	BreakType	Product Category Commission Catg.	Dur	SC	Self Pr	P18+	Rate	Spots	Total	NRate A/G	LC
007	CF	15:00:00-19:00:00	M *****	AFTN	Airtime (Broadcast) Standard	60	C	:30:00	0.00	\$300.00	2	\$600.00	\$300.00	
	<u>Start</u>	<u>End</u>	<u>Nov 03</u>											
	11/03/14	11/03/14	2											

Order Summary

	Confirmed		
	Quantity	Gross Amount	Net Amount
Broadcast Buy Lines	32	\$9,280.00	\$7,888.00
Ancillary Buy Lines	0	\$0.00	\$0.00
Installment Schedule	0	\$0.00	\$0.00
Total	32	\$9,280.00	\$7,888.00

Remit To: CBS Radio Stations
P.O. Box 100182
Pasadena, CA 91189-0182



KYMX-FM

INVOICE

For: YES ON 45(91376)

555 CAPITAL MALL

SUITE 1425

SACRAMENTO, CA 95814

Account Exec: House, Katz-LA

Office: Katz-LA

Contract Num: 1815-9780

Contract Dates: 10/31/2014-11/03/2014

Customer Order: 28248386

Linked Order:

CPE: / / 1610

Invoice Num: 1815-225568

Invoice Date: 11/09/2014

Billing Cycle: Weekly

Billing Period: 10/27/2014-11/09/2014

PAY BY

12/09/2014
Net 30 days

In Account With: SADLER STRATEGIC MEDIA(152445)
12103 Viewcrest Rd
Studio City, CA 91604-3640

ATTN:Accounts Payable

Product Desc: Lower Health Insuran

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate
1	06:00:00-10:00:00	10/31/2014-10/31/2014F..	60	8	300.00
<u>Week Of</u> 10/27/2014-11/02/2014 <u>MTWTFSS</u>F.. <u>Spots Per Week</u> 8 <u>Rate</u> 300.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>
10/31/2014	Fr	06:06:44 AM		Y45R60	60	300.00
10/31/2014	Fr	06:50:52 AM		Y45R60	60	300.00
10/31/2014	Fr	07:03:23 AM		Y45R60	60	300.00
10/31/2014	Fr	07:36:13 AM		Y45R60	60	300.00
10/31/2014	Fr	08:03:55 AM		Y45R60	60	300.00
10/31/2014	Fr	08:50:29 AM		Y45R60	60	300.00
10/31/2014	Fr	09:30:03 AM		Y45R60	60	300.00
10/31/2014	Fr	10:01:21 AM		Y45R60	60	300.00
2	10:00:00-15:00:00	10/31/2014-10/31/2014F..	60	8	300.00
<u>Week Of</u> 10/27/2014-11/02/2014 <u>MTWTFSS</u>F.. <u>Spots Per Week</u> 8 <u>Rate</u> 300.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>
10/31/2014	Fr	10:32:43 AM		Y45R60	60	300.00
10/31/2014	Fr	11:29:13 AM		Y45R60	60	300.00
10/31/2014	Fr	12:27:29 PM		Y45R60	60	300.00
10/31/2014	Fr	01:00:56 PM		Y45R60	60	300.00
10/31/2014	Fr	01:31:16 PM		Y45R60	60	300.00
10/31/2014	Fr	01:59:37 PM		Y45R60	60	300.00
10/31/2014	Fr	02:30:24 PM		Y45R60	60	300.00
10/31/2014	Fr	02:56:54 PM		Y45R60	60	300.00

Warranty - We warrant the above broadcasts were made according to the official station log.

Remit To: CBS Radio Stations
P.O. Box 100182
Pasadena, CA 91189-0182



KYMX-FM

INVOICE

For: YES ON 45(91376)

555 CAPITAL MALL

SUITE 1425

SACRAMENTO, CA 95814

Account Exec: House, Katz-LA

Office: Katz-LA

Contract Num: 1815-9780

Contract Dates: 10/31/2014-11/03/2014

Customer Order: 28248386

Linked Order:

CPE: / / 1610

Invoice Num: 1815-225568

Invoice Date: 11/09/2014

Billing Cycle: Weekly

Billing Period: 10/27/2014-11/09/2014

PAY BY 12/09/2014
Net 30 days

In Account With: SADLER STRATEGIC MEDIA(152445)

12103 Viewcrest Rd

Studio City, CA 91604-3640

ATTN:Accounts Payable

Product Desc: Lower Health Insuran

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	M T W T F S S	Dur	Total Spots	Rate
3	15:00:00-19:00:00	10/31/2014-10/31/2014F..	60	8	300.00
Week Of 10/27/2014-11/02/2014 M T W T F S SF.. Spots Per Week 8 Rate 300.00						
Air Date	Day	Air Time	M/G For	Material	Dur	Rate
10/31/2014	Fr	03:29:23 PM		Y45R60	60	300.00
10/31/2014	Fr	03:58:08 PM		Y45R60	60	300.00
10/31/2014	Fr	04:30:32 PM		Y45R60	60	300.00
10/31/2014	Fr	04:59:40 PM		Y45R60	60	300.00
10/31/2014	Fr	05:29:57 PM		Y45R60	60	300.00
10/31/2014	Fr	05:59:09 PM		Y45R60	60	300.00
10/31/2014	Fr	06:31:21 PM		Y45R60	60	300.00
10/31/2014	Fr	07:00:59 PM		Y45R60	60	300.00
4	10:00:00-15:00:00	11/01/2014-11/01/2014S.	60	2	140.00
Week Of 10/27/2014-11/02/2014 M T W T F S SS. Spots Per Week 2 Rate 140.00						
Air Date	Day	Air Time	M/G For	Material	Dur	Rate
11/01/2014	Sa	10:32:58 AM		Y45R60	60	140.00
11/01/2014	Sa	01:01:09 PM		Y45R60	60	140.00
5	06:00:00-10:00:00	11/03/2014-11/03/2014	M.....	60	2	300.00
Week Of 11/03/2014-11/09/2014 M T W T F S S M..... Spots Per Week 2 Rate 300.00						
Air Date	Day	Air Time	M/G For	Material	Dur	Rate
11/03/2014	Mo	06:50:01 AM		NURSE RADIO 103014R3	60	300.00
11/03/2014	Mo	09:28:32 AM		Y45R60	60	300.00

Warranty - We warrant the above broadcasts were made according to the official station log.

Remit To: CBS Radio Stations
P.O. Box 100182
Pasadena, CA 91189-0182



KYMX-FM

INVOICE

For: YES ON 45(9/3/76)

555 CAPITAL MALL
SUITE 1425
SACRAMENTO, CA 95814

Account Exec: House, Katz-LA

Office: Kaiz-LA

Contract Num: 1815-9780

Contract Dates: 10/31/2014-11/03/2014

Customer Order: 28248386

Linked Order: / / 1610

CPE: /

In Account With: SADLER STRATEGIC MEDIA(152445)
12103 Viewcrest Rd
Studio City, CA 91604-3640
ATTN:Accounts Payable

Product Desc: Lower Health Insuran

Broadcast airtimes represented are reported to the nearest second.

Invoice Num: 1815-225568
Invoice Date: 11/09/2014
Billing Cycle: Weekly
Billing Period: 10/27/2014-11/09/2014

PAY BY 12/09/2014
Net 30 days

Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate
6	10:00:00-15:00:00	11/03/2014-11/03/2014	M.....	60	2	300.00
Week Of 11/03/2014-11/09/2014 MTWTFSS M..... Spots Per Week 2 Rate 300.00						
Air Date	Day	Air Time	M/G For	Material	Dur	Rate
11/03/2014	Mo	10:58:51 AM		NURSE RADIO 103014R3	60	300.00
11/03/2014	Mo	11:29:03 AM		Y45R60	60	300.00
7	15:00:00-19:00:00	11/03/2014-11/03/2014	M.....	60	2	300.00
Week Of 11/03/2014-11/09/2014 MTWTFSS M..... Spots Per Week 2 Rate 300.00						
Air Date	Day	Air Time	M/G For	Material	Dur	Rate
11/03/2014	Mo	05:29:56 PM		NURSE RADIO 103014R3	60	300.00
11/03/2014	Mo	06:29:49 PM		Y45R60	60	300.00
Air Time Totals Total Spots 32 Gross Amt 9,280.00 Commission Amt 1,392.00 Net Amt 7,888.00 Debit 0.00 Credit 0.00 Reconciliation 0.00						

Billing Notes

CBS Radio Standard Terms and Conditions for advertising shall apply.
NONDISCRIMINATION POLICY: CBS Radio and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Radio or its Stations that is intended to discriminate on the basis of race or ethnicity.

Warranty - We warrant the above broadcasts were made according to the official station log.

Remit To: CBS Radio Stations

P.O. Box 100182
Pasadena, CA 91189-0182

For: YES ON 45(91376)

555 CAPITAL MALL
SUITE 1425
SACRAMENTO, CA 95814

In Account With: SADLER STRATEGIC MEDIA(152445)
12103 Viewcrest Rd
Studio City, CA 91604-3640
ATTN:Accounts Payable



Account Exec: House, Katz-LA

Office: Katz-LA

Contract Num: 1815-9780

Contract Dates: 10/31/2014-11/03/2014

Customer Order: 28248386

Linked Order: / / 1610

CPE: / / 1610

Product Desc: Lower Health Insuran

Broadcast airtimes represented are reported to the nearest second.

KYMX-FM

INVOICE

Page 4 of 4

Invoice Num: 1815-225568
Invoice Date: 11/09/2014
Billing Cycle: Weekly
Billing Period: 10/27/2014-11/09/2014

PAY BY 12/09/2014
Net 30 days

Billing Notes

DUPLICATE

Wire Transfer Instructions:

JP Morgan Chase
Acct: 826074767
ABA: 021000021
Ref: KYMX-FM
Inv: 1815-225568

For Billing Inquiries Please Contact:
Accounts Receivable

916-923-6800

Gross Billing	9,280.00
Trade Value	0.00
Agency Commission	1,392.00
Local Tax	0.00
State Tax	0.00
Pre Paid Amount	
Pay This Amount	7,888.00

Warranty - We warrant the above broadcasts were made according to the official station log.