

# Revision, Version 3

**Agency:** Acento Advertising, Inc.  
**Office:** Los Angeles  
**Client:** 80 - DCCC  
**Product:** 405 - FL26

**Station:** WFUN-TV  
**Order Type:** Normal  
**Cancel Date:**

**Flight Start:** 10/22/2018  
**Flight End:** 11/11/2018  
**Hiatus:**

**Piggyback Product:**  
**Estimate:** 2442 - DCCC FL 26 Spanish TV

**Received in ePort:** 10/18/2018 5:50:36 PM

**Primary Demo:** A35+  
**Demo 2:**  
**Demo 3:**

**Local/National:** Local  
**Rep Office:** WFUN-TV  
**AE:** Anne Kensington  
**Phone:**  
**OrderID:** 7389697  
**Status:** Revised

**Airtime Dollars:** \$48,320.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$48,320.00  
**Total Spots:** 102

**GRP:** 291.57  
**CPP:** \$165.72  
**GIMP:** 0  
**CPM:** \$0.00

**Comments:** Separation: 30  
**Terms of Sale:** This is a Political Media Buy, DO NOT air if Acento Advertising, Inc. has not paid for this campaign at least one working day in advance. Acento Advertising, Inc. is not responsible for payment on activity placed without prior payment. Please coordinate payment logistics with our Media Buyers.

**MarketShare:**

CONTACT LBrickel@acento.com CONCERNING TRAFFIC or call 424 238-4015 1. Requires 15-minute separation from any competitor spots. 2. To process payment, all invoices should reflect time zone, feed, commercial titles and ISCI codes of spots aired. 3. Spots that run outside of the date range assigned to the ISCI Code will not be accepted. 4. All questions regarding these instructions should be immediately communicated to Acento Advertising 5. In the affidavit/invoice, under ISCI column - please include code only (not title and length) to help expedite your invoice.

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/22	10/29	11/5	Total Spots	Rtg	CPP	Imp	CPM
1	TuWThF 2P-3P LMD ANOCHE/ANOCHE EN-ESPJ	DT	\$40.00	C	30	3	0	0	3	0.50	\$80.00		
2	TuWThF 3P-4P AREBATADOS	DT	\$150.00	C	30	3	0	0	3	1.20	\$125.00		
3	TuWThF 4P-5P RICK-90 MILLAS	EF	\$220.00	C	30	3	0	0	3	1.50	\$146.67		
4	TuWThF 5P-6P AN5	EN	\$600.00	C	30	3	0	0	3	3.80	\$157.89		
5	TuWThF 6P-7P AN6/PAY	EN	\$500.00	C	30	3	0	0	3	2.80	\$178.57		
6	TuWThF 7P-8P HAPPY HOUR	PA	\$500.00	C	30	3	0	0	3	3.50	\$142.86		
7	TuWThF 8P-9P A FONDO	PT	\$900.00	C	30	3	0	0	3	5.00	\$180.00		
8	TuWThF 9P-10P TN3	PT	\$850.00	C	30	3	0	0	3	4.50	\$188.89		
9	TuWThF 10P-10:30P AN10	PT	\$1,000.00	C	30	3	0	0	3	4.40	\$227.27		



## Revision, Version 3 (Page 2)

Agency:

Acento Advertising, Inc.

Station:

WFUN-TV

Order ID:

7389697

Client:

80 - DCCC

Product:

405 - FL26

Estimate:

2442 - DCCC FL 26 Spanish TV

Flight Start:

10/22/2018

Flight End:

11/11/2018

Received in ePort:

10/18/2018 5:50:36 PM

Line	Daypart	DPT	Code	Rate	C/T	Len	10/22	10/29	11/5	Total	Rtg	CP	A35+	Spots	Imp	CPM
10	TuWThF 10:30P-11P ESPEJO	PT		\$600.00	C	30	3	0	0	3	3.60	\$166.67		3		
11	TuWThF 11P-11:30P AL CIERRE	LN		\$300.00	C	30	3	0	0	3	1.70	\$176.47		3		
12	Sa 8P-9P CLAVE GUAJIRA	PT		\$170.00	C	30	1	0	0	1	1.50	\$113.33		1		
13	Sa 9P-10P MIRADA INDCRT	PT		\$300.00	C	30	1	0	0	1	2.00	\$150.00		1		
14	Sa 10P-11P MEJOR DE TN3	RT		\$250.00	C	30	1	0	0	1	2.30	\$108.70		1		
15	Su 7P-8P CINE ESTELAR	RT		\$125.00	C	30	1	0	0	1	2.20	\$56.82		1		
16	Su 8P-9P CINE ESTELAR	PT		\$220.00	C	30	1	0	0	1	2.20	\$100.00		1		
17	Su 9P-10P AVG. ALL WKS	PT		\$125.00	C	30	1	0	0	1	2.20	\$56.82		1		
18	Su 10P-10:30P AVG. ALL WKS	PT		\$100.00	C	30	1	0	0	1	1.30	\$76.92		1		
19	TuWThF 2P-3P LMD ANOCHE/ANOCHE EN-ESPJ	DT		\$40.00	C	30	0	3	0	3	0.54	\$74.07		3		
20	TuWThF 3P-4P ARREBATADOS	DT		\$150.00	C	30	0	3	0	3	1.03	\$145.63		3		
21	TuWThF 4P-5P RICK-90 MILLAS	EF		\$220.00	C	30	0	4	0	4	1.32	\$166.67		4		
22	TuWThF 5P-6P AN5	EN		\$600.00	C	30	0	4	0	4	4.04	\$148.51		4		
23	TuWThF 6P-7P AN6/PAV	EN		\$500.00	C	30	0	3	0	3	3.01	\$166.11		3		
24	TuWThF 7P-8P HAPPY HOUR	PA		\$500.00	C	30	0	4	0	4	3.63	\$137.74		4		
25	TuWThF 8P-9P A FONDO	PT		\$900.00	C	30	0	4	0	4	5.76	\$156.25		4		
26	TuWThF 9P-10P TN3	PT		\$850.00	C	30	0	4	0	4	4.54	\$187.22		4		
27	TuWThF 10P-10:30P AN10	PT		\$1,000.00	C	30	0	4	0	4	4.52	\$221.24		4		
28	TuWThF 10:30P-11P ESPEJO	PT		\$600.00	C	30	0	4	0	4	3.94	\$152.28		4		
29	TuWThF 11P-11:30P AL CIERRE	LN		\$300.00	C	30	0	4	0	4	1.39	\$215.83		4		
30	Sa 8P-9P CLAVE GUAJIRA	PT		\$170.00	C	30	0	1	0	1	2.00	\$85.00		1		
31	Sa 9P-10P MIRADA INDCRT	PT		\$300.00	C	30	0	1	0	1	1.90	\$157.89		1		
32	Sa 10P-11P MEJOR DE TN3	RT		\$250.00	C	30	0	1	0	1	2.30	\$108.70		1		



Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/22	10/29	11/5																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <div style="text-align: center; font-size: 1.2em;">Los Angeles, CA</div>	<b>Date:</b> <div style="text-align: center; font-size: 1.2em;">5/21/18</div>
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I, Aceto Advertising, Inc.

do hereby request station time concerning the following issue:

DCCC

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

This broadcast time will be used by: DCCC



**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):

CONGRESSIONAL ELECTIONS

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

VISION STRATEGY AND INSIGHTS 91401  
5420 SYLMAR AVENUE #115 SHERMAN OAKS, CA

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):

DANIEL SENA - EXECUTIVE DIRECTOR  
JACQUELINE FORTE-MACKAY - TREASURER  
JACQUELINE NEWMAN - SECRETARY

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

**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)**

4/26/2018      Jacqui Hewman      202-675-6936  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Vanessa Hernandez      Sales Coordinator      \_\_\_\_\_  
Signature                      Printed Name                      Title  
Vanessa Hernandez