



Florida Grown

Book: May 2018 LiveSD (NHST)

Proposal ID: 27720
 Market: MIAMI-FT. LAUDERDALE [16]
 Schedule Date: 7/30/2018 - 8/12/2018
 Agency: THE FACTOR INC
 Buyer: ana carbonel
 Spot Length(s): :30
 Book: May 2018 LiveSD (NHST)
 Author: JACQUELINE RUIZ SANABRIA, BH

Acct. Exec: Jacqueline Ruiz Sanabria
 Phone #: 305-592-7141x316
 Email: jackie.sanabria@americatve.com
 Web Site: www.americatve.com

Flight Dates: 7/30/2018-8/12/2018

Program Time	Spot Length	JL	AU	DMA P65+ RTG	W k s	Rate Spots
WFUN		30	6			
NOTICIAS 41 (Early News)	:30	3	3	7.6	2	\$900.00
GRPs/Impressions				45.6		6
SHR				17.4		
CPP/CPM				\$118.42		
Mo-Fr 5:00p-6:00p						
A Fondo	:30	2	2	9.1	2	\$1,400.00
GRPs/Impressions				36.4		4
SHR				15.8		
CPP/CPM				\$153.85		
Mo-Fr 8:00p-9:00p						
NOTICIAS 41 (Late News)	:30	2	2	8.8	2	\$1,800.00
GRPs/Impressions				35.2		4
SHR				18.3		
CPP/CPM				\$204.55		
Mo-Fr 10:00p-10:30p						
El Espejo	:30	2	2	6.5	2	\$800.00
GRPs/Impressions				26		4
SHR				15.4		
CPP/CPM				\$123.08		
Mo-Fr 10:30p-11:00p						
PREPAREN, APUNTEN Y VOTEN	:30	2	1	3.4	2	\$700.00
GRPs/Impressions				10.2		3
SHR				9.6		
CPP/CPM				\$205.88		
Mo-Fr 11:00p-11:30p						
WFUN Totals		11	10			\$23,500.00
				GRP/(000)		Spts: 21
				CPP/CPM:		
				Reach:		
				Frequency:		

Total Cost:	\$23,500.00	
Agency Commission @ 15%	\$3,525.00	
Net Cost:	\$19,975.00	Signature <i>[Signature]</i>



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General Summary (DMA P65+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Net Reach	Pop
WFUN	21	\$23,500.00	153.4	574	\$153.19	\$40.91	264,089	375,693

Program Summary (DMA P65+ D.RTG)

Program	Spots	%	Cost	%	Grps	%	Imp(000)	CPP	CPM
NOTICIAS 41 (Early News)	6	29	\$5,400.00	23	45.6	30	171.0	\$118.42	\$31.58
A Fondo	4	19	\$5,600.00	24	36.4	24	136.4	\$153.85	\$41.06
NOTICIAS 41 (Late News)	4	19	\$7,200.00	31	35.2	23	131.6	\$204.55	\$54.71
El Espejo	4	19	\$3,200.00	14	26.0	17	97.6	\$123.08	\$32.79
PREPAREN, APUNTEN Y VOTEN	3	14	\$2,100.00	9	10.2	7	37.8	\$205.88	\$55.56
Total (DMA P65+)	21	100	\$23,500.00	100	153.4	100	574.4	\$153.19	\$40.91

Monthly Summary (DMA P65+ D.RTG)

Month	Spots	%	Cost	%	Grps	%	Imp(000)	CPP	CPM
Aug/18	21	100	\$23,500.00	100	153.4	100	574.4	\$153.19	\$40.91

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WJAN- Channel 41 (MIAMI)	Date: JULY 26, 2018
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I, ANA CARBONELL

do hereby request station time concerning the following issue:

Issues of importance to the State of Florida.

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	AM/PM	5 DAYS/WK			2

This broadcast time will be used by: Florida Grown, PC

**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):

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

Florida Grown P.O. Box 547 Bartow, FL 33831	
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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):

Abby Dupree, Treasurer	
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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):

Florida Grown P.O. Box 547 Bartow, FL 33831	
---	--

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):

Abby Dupree, Treasurer	
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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)

July 26, 2018

Date


Signature

305-358-0110

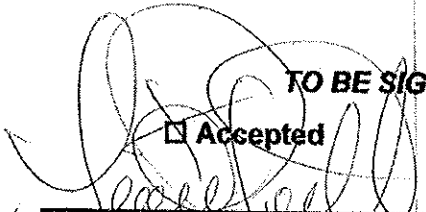
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature


Printed Name


Title