

# ORDER



**Orders**  
**Order / Rev:** 718023  
**Alt Order #:**  
**Product Desc:** Miami Board Of Commissioners  
**Estimate:** District 1  
**Flight Dates:** 10/16/23 - 10/20/23  
**Original Date / Rev:** 10/13/23 / 10/13/23  
**Order Type:** GENERAL

**WSBS**  
**Primary AE:** Viviana De La Hoz  
**Sales Office:** MLOC  
**Sales Region:** Local

**Agency Name:** Mercedes Rodriguez Campaign  
**Buying Contact:** Mercedes Rodriguez  
**Billing Contact:**  
 3128 Coral Way  
 Miami, FL 33145

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

**Advertiser Name:** Mercedes Rodriguez  
**Demographic:** A35+  
**Product Codes:** PL1 - Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-3

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:10:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/23	10/20/23	50	\$13,000.00	\$11,050.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2023	50	\$13,000.00	\$11,050.00	0.00
<b>Totals</b>	<b>50</b>	<b>\$13,000.00</b>	<b>\$11,050.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Viviana De La Hoz	MLOC	Local	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	22	10/16/23	10/20/23	4P-5P LOS IMPLICADOS	CM	LOS IMPLICADOS (4:00 PM-5:00 PM)	11111--	:15	5	\$100.00	P-1	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/23	10/22/23	11111--		5		\$100.00		0.00					
N 2	22	10/16/23	10/20/23	5P-6P M-F MEGA NEWS 5PM	CM	MEGA NEWS 5PM (5:00 PM-6:00 PM)	11111--	:15	5	\$200.00	P-1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/23	10/22/23	11111--		5		\$200.00		0.00					
N 3	22	10/16/23	10/20/23	6P-7P M-F CARLUCHO	CM	CARLUCHO (6:00 PM-7:00 PM)	11111--	:15	5	\$125.00	P-1	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/23	10/22/23	11111--		5		\$125.00		0.00					
N 4	22	10/16/23	10/20/23	7P-8P M-F SEVCEC	CM	SEVCEC (7:00 PM-8:00 PM)	11111--	:15	5	\$200.00	P-1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/23	10/22/23	11111--		5		\$200.00		0.00					
N 5	22	10/16/23	10/20/23	8P-9P OSCAR HAZA	CM	OSCAR HAZA (8:00 PM-9:00 PM)	22222--	:15	10	\$325.00	P-1	0.00	NM	10	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/23	10/22/23	22222--		10		\$325.00		0.00					
N 6	22	10/16/23	10/20/23		CM	OSCAR HAZA	11111--	:30	5	\$650.00	P-1	0.00	NM	5	\$3,250.00

Order / Rev: 718023  
 Alt Order #:  
 Flight Dates: 10/16/23 - 10/20/23

Advertiser: Mercedes Rodriguez  
 Product Desc: Miami Board Of Commissioners  
 Estimate: District 1  
**WSBS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8P-9P OSCAR HAZA		(8:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/23	10/22/23	11111--		5				\$650.00		0.00			
N 7	22	10/16/23	10/20/23	9P-10P M-F BAYLY	CM	BAYLY (9:00 PM-10:00 PM)	11111--	:15	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/23	10/22/23	11111--		5				\$300.00		0.00			
N 8	22	10/16/23	10/20/23	10p-11p LOS IMPLICADOS	CM	LOS IMPLICADOS (10:00 PM-11:00 PM)	11111--	:15	5	\$200.00	P-1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/23	10/22/23	11111--		5				\$200.00		0.00			
N 9	22	10/16/23	10/20/23	11P-1130P M-F MEGA NEWS 11PM	CM	MEGA NEWS 11P (11:00 PM-11:30 PM)	11111--	:15	5	\$175.00	P-1	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/23	10/22/23	11111--		5				\$175.00		0.00			
													Totals	50	\$13,000.00

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Mercedes Rodriguez, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE	<input type="checkbox"/>	FEDERAL CANDIDATE
	<input checked="" type="checkbox"/>	STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: <u>Mercedes Rodriguez</u>
Authorized committee: 
Agency requesting time (and contact information): <input checked="" type="checkbox"/> <u>Mercedes Rodriguez Campaign</u>
Candidate's political party: 
Office sought (no acronyms or abbreviations): <u>Commissioner District 1</u>
Date of election: <u>Nov. 7, 2023</u> <input checked="" type="checkbox"/> General <input type="checkbox"/> Primary
Treasurer of candidate's authorized committee: 

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>Mercedes L Rodriguez</u>	Signature: <u>Viviana De La Hoz</u>
Name: <u>Mercedes L Rodriguez</u>	Name: <u>Viviana De La Hoz</u>
Date of Request to Purchase Ad Time: _____	Date of Station Agreement to Sell Time: <u>10-13-23</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:

*Mercedes L Rodriguez*

Name: Mercedes L Rodriguez

Date: 10/13/23

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: \_\_\_\_\_

**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 #: 718023	Station Call Letters: WSBS	Date Received/Requested:
Est. #:	Station Location: Miami	Run Start and End Dates: 10/16 to 10/20

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.

MERCEDES L RODRIGUEZ CAMPAIGN  
JOSE AUGUSTO RIESCO  
2600 S DOUGLAS RD STE 900  
CORAL GABLES, FL 33134-6149

10005

63-0436/0660

DATE 10/15/23

PAY  
TO THE  
ORDER OF

Spanish Broadcasting System  
Eleven thousand and fifty

\$

11,050.00

DOLLARS



Security  
features  
Detailed  
on  
Back.

 City National Bank  
Bci FINANCIAL GROUP

*Mercedes L Rodriguez*

⑈ 10005⑈ ⑆ 066004367⑆ 30000626788⑈

# CONTRACT



**WSBS**  
 7007 NW 77th Avenue  
 Miami, FL 33166  
 (305)644-4800

[www.spanishbroadcasting.com](http://www.spanishbroadcasting.com)

And:

**Mercedes Rodriguez Campaign**  
**Attention: Mercedes Rodriguez**  
 3128 Coral Way  
 Miami, FL 33145

<u>Contract / Revision</u> 718023 /		<u>Alt Order #</u>
<u>Advertiser</u> <b>Mercedes Rodriguez</b>		<u>Original Date / Revision</u> 10/13/23 / 10/13/23
<u>Contract Dates</u> <b>10/16/23 - 10/20/23</b>	<u>Estimate #</u> <b>District 1</b>	
<u>Product</u> <b>Miami Board Of Commissioners</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WSBS</b>	<u>Account Executive</u> Viviana De La Hoz	<u>Sales Office</u> WSBS Local Sa
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	22	10/16/23	10/20/23	LOS IMPLICADOS	LOS IMPLICADOS		:15			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/23	10/22/23	11111--	5			\$100.00				
N 2	22	10/16/23	10/20/23	MEGA NEWS 5PM	MEGA NEWS 5PM		:15			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/23	10/22/23	11111--	5			\$200.00				
N 3	22	10/16/23	10/20/23	CARLUCHO	CARLUCHO		:15			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/23	10/22/23	11111--	5			\$125.00				
N 4	22	10/16/23	10/20/23	SEVCEC	SEVCEC		:15			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/23	10/22/23	11111--	5			\$200.00				
N 5	22	10/16/23	10/20/23	OSCAR HAZA	OSCAR HAZA		:15			NM	10	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/23	10/22/23	2222--	10			\$325.00				
N 6	22	10/16/23	10/20/23	OSCAR HAZA	OSCAR HAZA		:30			NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/23	10/22/23	11111--	5			\$650.00				
N 7	22	10/16/23	10/20/23	BAYLY	BAYLY		:15			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/23	10/22/23	11111--	5			\$300.00				
N 8	22	10/16/23	10/20/23	LOS IMPLICADOS	LOS IMPLICADOS		:15			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/23	10/22/23	11111--	5			\$200.00				
N 9	22	10/16/23	10/20/23	MEGA NEWS 11PM	MEGA NEWS 11PI		:15			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/23	10/22/23	11111--	5			\$175.00				
<b>Totals</b>											<b>50</b>	<b>\$13,000.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

TERMS AND CONDITIONS: Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to Station the amount of any bills rendered by Station within the time specified and until payment in full is received by Station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to Station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This insertion order is subject to the Terms and Conditions of Advertising Orders ("Terms and Conditions - AO") located at [www.spanishbroadcasting.com/termsandconditionsAO.html](http://www.spanishbroadcasting.com/termsandconditionsAO.html), and such Terms and Conditions - AO are made a part of this insertion order and incorporated by reference. By submitting this Insertion Order via the WideOrbit System, Advertiser, Agency and/or Service represents that it has read and agrees to such "Terms and Conditions - AO" and shall be jointly and severally liable for payment to Media Provider/Station.

\*\*This Media Provider/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.\*\*



**WSBS**  
**7007 NW 77th Avenue**  
**Miami, FL 33166**  
**(305)644-4800**

[www.spanishbroadcasting.com](http://www.spanishbroadcasting.com)

<u>Contract / Revision</u>	<u>Alt Order #</u>
718023 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>Mercedes Rodriguez</b>	10/13/23 / 10/13/23

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
<b>10/16/23 - 10/20/23</b>	Miami Board Of Commis	<b>District 1</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/23 - 10/20/23	50	\$13,000.00	(\$1,950.00)	\$11,050.00
<b>Totals</b>	<b>50</b>	<b>\$13,000.00</b>	<b>(\$1,950.00)</b>	<b>\$11,050.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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