

# ORDER



**Orders**  
**Order / Rev:** 721339  
 Alt Order #:  
**Product Desc:** Miami Dade City Commission  
**Estimate:** District 4  
**Flight Dates:** 11/06/23 - 11/06/23  
**Original Date / Rev:** 11/01/23 / 11/01/23  
**Order Type:** GENERAL

**WSBS**  
**Primary AE:** Laura Duque  
**Sales Office:** MLOC  
**Sales Region:** Local

**Agency Name:** PR Concepts Inc.  
**Buying Contact:** Esteban Ferreiro  
**Billing Contact:**  
 14931 SW 70st  
 Miami, FL 33193

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

**Advertiser Name:** Manolo Reyes For Miami City Commis  
**Demographic:** A35+  
**Product Codes:** PL1 - Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-1

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/23	11/06/23	11	\$4,800.00	\$4,080.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2023	11	\$4,800.00	\$4,080.00	0.00
<b>Totals</b>	<b>11</b>	<b>\$4,800.00</b>	<b>\$4,080.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laura Duque	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	11/06/23	11/06/23	5P-6P M-F Mega News 5pm	CM	5P-6P-MO-WED-F2- (5:00 PM-6:00 PM)	-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/06/23	11/12/23	2-----		2		\$400.00		0.00					
N 2	22	11/06/23	11/06/23	7P-8P M-F Sevcec	CM	7P-8P- (7:00 PM-8:00 PM)	2-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/06/23	11/12/23	2-----		2		\$400.00		0.00					
N 3	22	11/06/23	11/06/23	8P-9P Ahora-O Haza	CM	8P-9P- (8:00 PM-9:00 PM)	1-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/06/23	11/12/23	1-----		1		\$650.00		0.00					
N 4	22	11/06/23	11/06/23	9P-10P M-F Bayly	CM	9P-10P- (9:00 PM-10:00 PM)	2-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/06/23	11/12/23	2-----		2		\$600.00		0.00					
N 5	22	11/06/23	11/06/23	11P-1130P M-F Mega News 11pm	CM	11P-11:30P-1 (11:00 PM-11:30 PM)	2-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/06/23	11/12/23	2-----		2		\$350.00		0.00					

Order / Rev: 721339  
 Alt Order #:  
 Flight Dates: 11/06/23 - 11/06/23

Advertiser: Manolo Reyes For Miami City Commissi  
 Product Desc: Miami Dade City Commission **WSBS**  
 Estimate: District 4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/06/23	11/12/23	2-----		2				\$350.00		0.00			
N 8	22	11/06/23	11/06/23	6P-7P M-F Carlucho	CM	6P-7P (6:00 PM-7:00 PM)	1-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/06/23	11/12/23	1-----		1				\$250.00		0.00			
N 9	22	11/06/23	11/06/23	10p-11p Implicados	CM	10P-11P (10:00 PM-11:00 PM)	1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		Bayly-9pm-10pm-T													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/06/23	11/12/23	1-----		1				\$400.00		0.00			
													Totals	11	\$4,800.00

# PR Concepts, Inc.

14931 SW 70th Street, Miami FL 33193  
(305) 401-1002

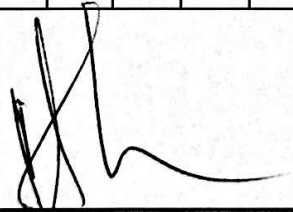
## INSERTION ORDER

**CLIENT:** Manolo Reyes for Miami City Commission Dist 4  
**ADDRESS:** 14931 SW 70th Street, Miami FL 33193  
**PRODUCT:** Political  
**START DATE:** 11/6/23  
**REVISION:** None  
**MARKET:** Miami-Dade  
**Acct. Exec.:**

**DATE:** 10/10/23  
**PHONE:** 305-401-1002  
**MEDIA:** MEGA TV  
**END DATE:** 11/7/23  
**LENGTH:** 30 sec.  
**CONTRACT:**

PROGRAM	TIME	MON	TUE	WED	THU	FRI	SAT	SUN	Number of Spots		RATE	TOTAL
MEGA NEWS 5pm	M-F 5:00pm-6:00pm	2	0	0	0	0	0	0	2	Pre-entible	\$400	\$800
CARLUCHO EN FAMILIA	M-F 6:00pm-7:00pm	1	0	0	0	0	0	0	1	Pre-entible	\$250	\$250
SEVCEC	M-F 7:00pm-8:00pm	2	0	0	0	0	0	0	2	Pre-entible	\$400	\$800
AHORA-O HAZA	M-F 8:00pm-9:00pm	2	0	0	0	0	0	0	2	Pre-entible	\$650	\$650
BAYLYS	M-F 9:00pm-10:00pm	2	0	0	0	0	0	0	2	Pre-entible	\$600	\$1,200
LOS IMPLICADOS	M-F 10:00pm-10:30pm	1	0	0	0	0	0	0	1	Pre-entible	\$400	\$400
MEGA NEWS 11pm	M-F 10:30pm-11:00pm	2	0	0	0	0	0	0	2	Pre-entible	\$350	\$700
HOY CON TOMAS REGALADO	SATURDAY 8pm-10pm	0	0	0	0	0	0	0	0	Pre-entible	\$350	\$0
HOY CON TOMAS REGALADO	SUNDAY 8pm-9pm	0	0	0	0	0	0	0	0	Pre-entible	\$350	\$0
<b>Weekly spots</b>		<b>12</b>									<b>Weekly Cost</b>	<b>\$4,800</b>
<b>TOTAL CAMPAIGN SPOTS</b>	<b>1 Week</b>	<b>12</b>									<b>TOTAL CAMPAIGN COST</b>	<b>\$4,800</b>

Approved:

  
\_\_\_\_\_  
*Esteban Steven Ferreiro*  
PR Concepts, Inc.

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Esteban (Steven) Ferreiro, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Manolo Reyes

Authorized committee:

Manolo Reyes Campaign

Agency requesting time (and contact information):

N/A PR Concepts, LLC

Candidate's political party:

N/A

Office sought (no acronyms or abbreviations):

City of Miami Commissioner Dist. 4

Date of election:

Nov. 7th, 2023

General

Primary

Treasurer of candidate's authorized committee:

Carlos M. Trueba 305-529-5440

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

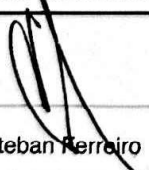
(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**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: Esteban Ferreiro

Name: Laura Duque

Date of Request to Purchase Ad Time: 10/2/2023

Date of Station Agreement to Sell Time: 11/1/23

**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: 10/20/23

**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 #: 721339

Station Call Letters:  
WSBSDate Received/Requested:  
11/1/23

Est. #:

Station Location:  
7007 NW 77ave. Miami, FlRun Start and End Dates:  
11/6/23

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.