



KJUG Country
Momentum Broadcasting, LP
P.O Box 1351
Visalia, CA 93279-1351
KJUG COUNTRY (559) 553-1500

CONTRACT

<u>Contract / Revision</u> 16052 /		<u>Alt Order #</u>
<u>Product</u> 10/29-11/03 consumer privacy est #2482		
<u>Contract Dates</u> 10/30/20 - 11/03/20		<u>Estimate #</u> 2482
<u>Advertiser</u> Yes on 24		<u>Original Date / Revision</u> 10/29/20 / 10/29/20
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KJUG-FM	<u>Account Executive</u> Local Focus Los Ang	<u>Sales Office</u> Local Focus-Los
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
<u>IDB#</u> 1828	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KJUG-FM	10/30/20	11/03/20	M-F	6a-10a		:30			NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/20	11/01/20	----3--				3	\$65.00			
	Week:	11/02/20	11/08/20	11-----				2	\$65.00			
N 2	KJUG-FM	10/30/20	11/03/20	M-F	10a-3p		:30			NM	5	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/20	11/01/20	----3--				3	\$58.00			
	Week:	11/02/20	11/08/20	11-----				2	\$58.00			
N 3	KJUG-FM	10/30/20	11/03/20	M-F	3p-7p		:30			NM	5	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/20	11/01/20	----3--				3	\$63.00			
	Week:	11/02/20	11/08/20	2-----				2	\$63.00			
N 4	KJUG-FM	10/30/20	11/03/20	10:00 AM-7:00 PM	10:00 AM-7:00 PM		:30			NM	6	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/20	11/01/20	-----33				6	\$25.00			
	Week:	11/02/20	11/08/20	-----				0	\$30.00			
Totals											21	\$1,080.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/26/20 - 11/03/20	21	\$1,080.00	(\$162.00)	\$918.00
Totals	21	\$1,080.00	(\$162.00)	\$918.00

Signature: _____ **Date:** _____

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

For information on Momentum Broadcasting's contract terms and conditions please go to:
<http://momentumbroadcasting.com/info.html>
 and click on the "INFO" tab.

READY

STATION:	KJUG-FM	ORDER#:	3179663	DATE:	10/29/2020
MARKET:	Visalia-Tulare-Hanford, CA	AMOUNT:	\$1,080.00	AGENCY:	SADLER STRATEGIC MEDIA INC
REP:	Local Focus Radio	SPOTS:	21	12103 VIEWCREST RD STUDIO CITY, CA 91604	
MOD:	Stn Ver: 1 Last:				
SALES OFFICE:	LOS ANGELES	SLS PH:	323 680 4340	BUYER:	Melinda Richman
SALESPERSON:	Scott Brody/LA	SLS FAX:	323-638-2221		
SLS EMAIL:	Scott.Brody@GenMediaPartners.com				
AGENCY:	SADLER STRATEGIC MEDIA INC	AGY CLI:		CONTRACT # FOR INVOICING 4392998	
ADVERTISER:	Yes on 24	AGY PRD:		INVOICE:	SADLER STRATEGIC MEDIA INC
PRODUCT:	10/29-11/03 CONSUMER PRIVACY EST#2482	AGY EST:	2482	12103 VIEWCREST RD STUDIO CITY, CA 91604	
FLIGHT:	10-27-2020 TO 11/8/2020	[]Unwired [X]Spot []Mod			
TOT # OF WEEKS: 2					
PRIM. DEMO:	Adults 35+	[X]Cash []Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT: 10/29/2020 10:59	

COMMENTS

[Rep Comment] 10/29/2020: NEW ORDER- STARTS ASAP. PLEASE MAKEGOOD SPOTS WITHIN FLIGHT. CONFIRM IN RADIO EXCHANGE UPON RECEIPT.

PLEASE MAKE SURE WE HAVE A 12 NOON CUTOFF ON TUESDAY 11/3.

Send invoices electronically. EMediaTrade: EMT12726; Marketron: 241174

WEEK#1 **10/27/2020 To 11/1/2020** **WK TOT \$708.00** **WK TOTAL SPOTS 15**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		.TWTF..	6:00AM	10:00AM	30	10/27/2020	10/30/2020	3	\$65	\$195
	3		.TWTF..	10:00AM	3:00PM	30	10/27/2020	10/30/2020	3	\$58	\$174
	5		.TWTF..	3:00PM	7:00PM	30	10/27/2020	10/30/2020	3	\$63	\$189
	7	S.	10:00AM	7:00PM	30	10/31/2020	10/31/2020	3	\$25	\$75
	8	S	10:00AM	7:00PM	30	11/1/2020	11/1/2020	3	\$25	\$75

Line 1 => Scott

Line 3 => .

WEEK#2 **11/2/2020 To 11/8/2020** **WK TOT \$372.00** **WK TOTAL SPOTS 6**

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	2		MT.....	6:00AM	10:00AM	30	11/2/2020	11/3/2020	2	\$65	\$130
	4		MT.....	10:00AM	3:00PM	30	11/2/2020	11/3/2020	2	\$58	\$116
	6		M.....	3:00PM	7:00PM	30	11/2/2020	11/2/2020	2	\$63	\$126

STATION:	KJUG-FM	ORDER#:	3179663	DATE:	10/29/2020
MARKET:	Visalia-Tulare-Hanford, CA	AMOUNT:	\$1,080.00	AGENCY:	SADLER STRATEGIC MEDIA INC
REP:	Local Focus Radio	SPOTS:	21		12103 VIEWCREST RD
MOD:	Stn Ver: 1 Last:				STUDIO CITY, CA 91604
SALES OFFICE:	LOS ANGELES	SLS PH:	323 680 4340	BUYER:	Melinda Richman
SALESPERSON:	Scott Brody/LA	SLS FAX:	323-638-2221		
SLS EMAIL:	Scott.Brody@GenMediaPartners.com				
AGENCY:	SADLER STRATEGIC MEDIA INC	AGY CLI:		CONTRACT # FOR INVOICING 4392998	
ADVERTISER:	Yes on 24	AGY PRD:		INVOICE:	SADLER STRATEGIC MEDIA INC
PRODUCT:	10/29-11/03 CONSUMER PRIVACY EST#2482	AGY EST:	2482		12103 VIEWCREST RD
FLIGHT:	10-27-2020 TO 11/8/2020	[]Unwired [X]Spot []Mod			
TOT # OF WEEKS: 2					
PRIM. DEMO:	Adults 35+	[X]Cash []Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT: 10/29/2020 10:59	

Line 2 => .
Line 4 => .

TOTAL	Nov														Total
SPOT	21														21
CASH	1,080.00														1,080.00
TOTAL	1,080.00														1,080.00

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sheri Sadler, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☐ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: Sadler Strategic Media

Address: 12103 Viewcrest Road

Contact: Sheri Sadler

Phone number: 818-506-5443

Email: sheri@sadlerstrategic.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: SEE LETTER OF AUTHORIZATION

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

SEE LETTER OF AUTHORIZATION

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☐ N/A

Name(s) of every candidate referred to: SEE LETTER OF AUTHORIZATION

Office(s) sought by such candidate(s) (no acronyms or abbreviations): SEE LETTER OF AUTHORIZATION

Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A

SEE LETTER OF AUTHORIZATION

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor

Station Representative

Signature: *Sheri Sadler*

Signature: *William Lynch*

Name: Sheri Sadler

Name: *William Lynch*

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time:

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).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

☒

Accepted

☐

Accepted IN PART (e.g., ad not received to determine content)*

☐

Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:

16052

Station Call Letters:

KZMG

Date Received/Requested:

10/29/2020

Est. #:

Station Location:

Vista

Run Start and End Dates:

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.

LETTER OF AUTHORIZATION

August 6, 2020

Robin Swanson
Californians for Consumer Privacy
1020 16th Street #31
Sacramento, CA 95814

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

Dear Ms. Sadler:

Please accept this letter as authorization to represent *Yes on Prop 24, Californians for Consumer Privacy campaign*. Our official information is as follows:

Name: *Yes on Prop 24, Californians for Consumer Privacy campaign*
Address: *1020 16th Street #31, Sacramento, CA 95814*
Phone: 916-204-6890
Name of Chairman: Alastair Mactaggart
Name of Treasurer: Rick Arney
FEDERAL I.D.# 82-3783368

Alastair Mactaggart - Chair, Californians for Consumer Privacy

Celine Mactaggart, Co-Chair, Californians for Consumer Privacy

Rick Arney, Treasurer, Californians for Consumer Privacy

Robin Swanson, General Consultant, Californians for Consumer Privacy

Robin Swanson

Robin Swanson (Aug 6, 2020 14:34 PDT)

Signature *(Can be any authorized agent)*

Robin Swanson, General Consultant, Californians for Consumer Privacy

SADLER STRATEGIC MEDIA INC

12103 VIEWCREST RD
STUDIO CITY, CA 91604-3640



90-3414/1222



10/28/2020

45286

PAY TO THE
ORDER OF **KJUG-FM**

Nine Hundred Eighteen and 00/100 *****

KJUG-FM
1401 W. Caldwell
Visalia, CA 93277

\$ **918.00

DOLLARS

MEMO

Yes on Prop 24 Est 2482

⑈045286⑈ ⑆122234449⑆090110146⑈

Shirley Wiley

AUTHORIZED SIGNATURE

SADLER STRATEGIC MEDIA INC

KJUG-FM

Yes on Prop 24 Est 2482

10/28/2020

45286

918.00

CITIZENS BANK - 14 Yes on Prop 24 Est 2482

918.00