

# ORDER



**Orders**  
**Order / Rev:** 662992  
 Alt Order #:  
**Product Desc:** 500 - FL-GOV 2022  
**Estimate:** 3332 - 09.13-09.19 FL-GOV SLTV  
**Flight Dates:** 09/13/22 - 09/25/22  
**Original Date / Rev:** 09/12/22 / 09/12/22  
**Order Type:** GENERAL

**WSBS**

**Primary AE:** Victor Guzman  
**Sales Office:** MLOC  
**Sales Region:** Local

**Agency Name:** FlexPoint Media  
**Buying Contact:**  
**Billing Contact:**  
 1800 Wilson Bulevarde Suite 326  
 Arlington, VA 22201

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

**Advertiser Name:** RPOF DeSantis/Moody/Patronis  
**Demographic:** A18-49  
**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:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/22	09/19/22	37	\$21,900.00	\$18,615.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2022	37	\$21,900.00	\$18,615.00	0.00
<b>Totals</b>	<b>37</b>	<b>\$21,900.00</b>	<b>\$18,615.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Victor Guzman	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	09/13/22	09/19/22	4P-5P Los Implicados	CM	4P-5P	-1111--	:30	4	\$350.00	P-3	0.00	NM	5	\$1,750.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/22	09/18/22	-1111--		4				\$350.00		0.00			
		Week: 09/19/22	09/25/22	1-----		1				\$350.00		0.00			
N 2	22	09/13/22	09/19/22	5P-6P M-F Mega Noticiero	CM	5P-6P	1111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/22	09/18/22	-1111--		4				\$450.00		0.00			
		Week: 09/19/22	09/25/22	1-----		1				\$450.00		0.00			
N 3	22	09/13/22	09/19/22	6P-7P M-F Hablando Con Padre Albert	CM	6P-7P	1111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/22	09/18/22	-1111--		4				\$450.00		0.00			
		Week: 09/19/22	09/25/22	1-----		1				\$450.00		0.00			
N 4	22	09/13/22	09/19/22	7P-8P M-F SEVSEC	CM	7P-8P M-F	1111--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/22	09/18/22	-1111--		4				\$700.00		0.00			

Order / Rev: 662992  
 Alt Order #:  
 Flight Dates: 09/13/22 - 09/25/22

Advertiser: RPOF DeSantis/Moody/Patronis  
 Product Desc: 500 - FL-GOV 2022  
 Estimate: 3332 - 09.13-09.19 FL-GOV SLTV

WSBS

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: 09/19/22	09/25/22	1-----		1				\$700.00		0.00			
N 5	22	09/13/22	09/19/22	8P-9P Ahora con Oscar Haza	CM	8P-9P	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/22	09/18/22	-1111--		4				\$850.00		0.00			
		Week: 09/19/22	09/25/22	1-----		1				\$850.00		0.00			
N 6	22	09/13/22	09/19/22	9P-10P M-F BAYLY	CM	9P-10P	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/22	09/18/22	-1111--		4				\$850.00		0.00			
		Week: 09/19/22	09/25/22	1-----		1				\$850.00		0.00			
N 7	22	09/13/22	09/19/22	11P-1130P M-F MAGA NEWS Late	CM	11P-1130P	11111--	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/22	09/18/22	-1111--		4				\$550.00		0.00			
		Week: 09/19/22	09/25/22	1-----		1				\$550.00		0.00			
N 8	22	09/14/22	09/18/22	8p-10p Sat. Hoy Con Tomas Regalado	CM	8p-10p	-----1-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/22	09/18/22	-----1-		1				\$450.00		0.00			
N 9	22	09/14/22	09/18/22	8P-9P Sun Hoy Con Tomas Regalado	CM	8P-9P	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/22	09/18/22	-----1		1				\$450.00		0.00			
													Totals	37	\$21,900.00

# New Order

**Agency:** Flexpoint Media  
**Office:** New Albany  
**Client:** 389 - RPOF  
 DeSantis/Moody/Petronis  
**Product:** 500 - FL-GOV 2022  
**Piggyback Product:**

**Station:** WSBS-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Received in ePort:** 9/12/2022 9:34:37 AM

**Flight Start:** 09/13/2022  
**Flight End:** 09/19/2022  
**Hiatus:**

**Estimate:** 3332 - 09.13-09.19 FL-GOV SLTV :30 Order

**Airtime Dollars:** \$21,900.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$21,900.00  
**Total Spots:** 37

**Primary Demo:**

**Local/National:** Local  
**Rep Office:** WSBS-TV  
**AE:** Victor Guzman  
**Phone:**  
**OrderID:** 11987936  
**Status:** Pending Review

**Demo 2:**  
**Demo 3:**  
**GRP:** 0.00  
**CPP:** \$0.00  
**GIMP:** 0  
**CPM:** \$0.00

**Comments:** Separation: 15  
 PopulationBuyType: CPP

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Total Spots	Rtg	CPP	Imp	CPM
						9/13	9/14	9/15	9/16	9/17	9/18	9/19					
1	TuWThFM 4P-5P Los Implicados	EF	\$350.00	C	30	1	1	1	1	0	0	1	5				
2	TuWThFM 5P-6P Mega News Early	EN	\$450.00	C	30	1	1	1	1	0	0	1	5				
3	TuWThFM 6P-7P Hablando Con Padre Alberto	EN	\$450.00	C	30	1	1	1	1	0	0	1	5				
4	TuWThFM 7P-8P Sevcec	PA	\$700.00	C	30	1	1	1	1	0	0	1	5				
5	TuWThFM 8P-9P Ahora con Oscar haza	PT	\$850.00	C	30	1	1	1	1	0	0	1	5				
6	TuWThFM 9P-10P Bayly	PT	\$850.00	C	30	1	1	1	1	0	0	1	5				
7	TuWThFM 11P-11:30P Mega News Late	LN	\$550.00	C	30	1	1	1	1	0	0	1	5				
8	Sa 8P-10P Hoy con Tomas Regalado	PT	\$450.00	C	30	0	0	0	0	1	0	0	1				
9	Su 8P-9P Tomas Regalado	PT	\$450.00	C	30	0	0	0	0	0	1	0	1				
<b>Total Spots:</b>						7	7	7	7	1	1	7					
<b>Cash\$ - Spots: \$21,900.00 - 37 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$21,900.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00</b>																	

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, FlexPoint Media hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

  


FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:	
<u>Ron DeSantis; Ashley Moody; Jimmy Patronis</u>	
Authorized committee:	
<u>Republican Party of Florida</u>	
Agency requesting time (and contact information):	
<input type="checkbox"/> N/A	<u>FlexPoint Media, PO Box 1051, New Albany, OH 43054</u>
Candidate's political party:	
<u>Republican</u>	
Office sought (no acronyms or abbreviations):	
<u>Florida Governor; Attorney General; &amp; Chief Financial Officer</u>	
Date of election:	<input checked="" type="checkbox"/> General <input type="checkbox"/> Primary
<u>11/8/22</u>	
Treasurer of candidate's authorized committee:	
<u>Mike Moberly</u>	

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: <i>FlexPoint Media</i>	Signature: <b>Victor Hugo Guzman</b> <small>Digitally signed by Victor Hugo Guzman Date: 2022.09.12 11:12:26 -04'00'</small>

Name: <u>FlexPoint Media</u>	Name: <u>Victor Hugo Guzman</u>
Date of Request to Purchase Ad Time: <u>8/23/22</u>	Date of Station Agreement to Sell Time: <u>9/12/22</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:

[Redacted Signature]

Name: Not Applicable

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: [Redacted]

**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:

[Redacted 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):

[Redacted Follow-up]

Contract #: 662992	Station Call Letters: WSBS	Date Received/Requested: 9/12/22
Est. #: 3332	Station Location: Miami FL	Run Start and End Dates: 9/13-9/19

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.

3332