

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Screen Strategies Media, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Eddie Guerra

Authorized committee:

Sheriff J.E. Guerra Campaign

Agency requesting time (and contact information):

☐

N/A Screen Strategies Media, 11150 Fairfax Blvd, Suite 505, Fairfax, VA 22030

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

Sheriff

Date of election:

3/5/2024

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Aaron Vela

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

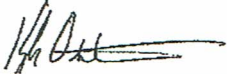
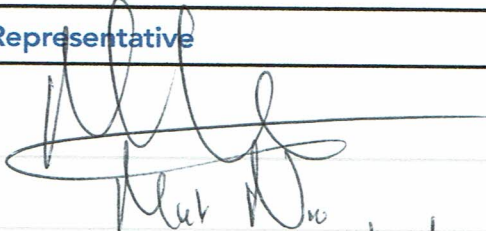
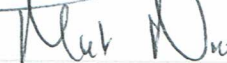
☒

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: Kyle Osterhout	Name: 
Date of Request to Purchase Ad Time: 2/15/2024	Date of Station Agreement to Sell Time: 2/27/2024

**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: 2/15/2024

**TO BE COMPLETED BY STATION ONLY**
 Ad submitted to Station? ☒ Yes ☐ No Date ad received: 2/26/2024

**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 #: 4365344 Station Call Letters: KVEO Date Received/Requested: 2/27/2024

Est. #: 9038 Station Location: 9201 W 13th Ave, Aurora, CO 80013 Run Start and End Dates: 2/28/2024 - 3/5/2024

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.

# BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. The Political Record is not required for requests to purchase internet advertising. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for ☒ a candidate request  
☐ an election message request \*  
☐ an issue request \*

The request was ☒ accepted #  
☐ rejected

Candidate Named in Message:

EDDIE Guerra

Office Being Sought:

Hidalgo County Sheriff

Election or Issue Referred to:

March 2024

Sponsor (or authorized candidate committee):

Sheriff J.E. Guerra Campaign

Treasurer of authorized candidate committee:

Arnon Vela

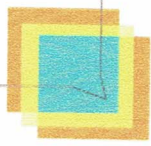
Person Ordering Advertising:

Kyle Osterhout

\* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

# If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.



SCREEN  
STRATEGIES  
MEDIA

Date Sent 2/26/2024

Time Sent 8:27 AM

## TRAFFIC INSTRUCTIONS

Attention: Armando Barron

Station: SVEO-TV

Phone Number: 956-544-2323

Market: Harlingen-Weslaco-Brownsville-McAllen Email Address: KVEOtraffic@nexstar.tv

### Advertiser: Eddie Guerra for Sheriff 2024

<u>Spot Name</u>	<u>Spot Number</u>	<u>Spot Length</u>	<u>Spot Rotation</u>
No More Eng	CXEGTX202405H	30	30%
Letter-English	CXEGTX202407H	30	70%

Effective Date 2/26/2024

Effective Time 4:00 PM

Duration The above instructions should run until further notice.

#### Spot Delivery Information

Spot Arrival Date: 2/26/2024

Spot Arrival Time: 9:00 AM

Spot Delivered Via: Extreme Reach

Spots Previously Delivered: ☐

PLEASE CONFIRM THESE INSTRUCTIONS BY SIGNING AND DATING BELOW AND RETURNING TO:

Confirmed Start Date: \_\_\_\_\_

Confirmed Start Time: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please contact Wil McLaughlin at Screen Strategies Media at 703-272-7300 with any questions.

Screen Strategies Media  
11150 Fairfax Blvd, Suite 505  
Fairfax, VA  
(703) 272-7300

# Eddie Guerra for Sheriff 2024



**Station** KVEO-TV  
**Market** Harlingen  
**Flight Dates** 2/28/2024 - 3/5/2024 Add (Est. 9038)

**Buyer** Wil McLaughlin  
**Email** wil@screenstrategies.com  
**Phone** 703-272-7300

Program Name	DP	Days Length	Rate	Wed 2/28	Thu 2/29	Fri 3/1	Sat 3/2	Sun 3/3	Mon 3/4	Tue 3/5	Total
KVEO 5a News 5:00 AM - 6:00 AM	EM	M-F 30	\$100.00 <b>\$200.00</b>		1					1	2
KVEO 6a News 6:00 AM - 7:00 AM	EM	M-F 30	\$100.00 <b>\$400.00</b>	1		1			1	1	4
Today Show 7:00 AM - 9:00 AM	EM	M-F 30	\$125.00 <b>\$250.00</b>		1					1	2
KVEO 4p News 4:00 PM - 4:30 PM	EN	M-F 30	\$100.00 <b>\$400.00</b>	1	1	1			1		4
KVEO 4:30p News 4:30 PM - 5:00 PM	EN	M-F 30	\$100.00 <b>\$200.00</b>	1		1					2
Sat 5p News 5:00 PM - 5:30 PM	EN	Sa 30	\$250.00 <b>\$250.00</b>				1				1
KVEO 10p News 10:00 PM - 10:35 PM	LN	M-F 30	\$250.00 <b>\$250.00</b>		1						1
Sat 10p News 10:00 PM - 10:35 PM	LN	Sa 30	\$250.00 <b>\$250.00</b>				1				1
<b>Station Totals</b>			<b>\$2,200.00</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>17</b>



**KVEO**  
**5000 Riverside Dr**  
**Building 5 Suite 200**  
**Irving, TX 75039**  
**(956) 366-4444**

# CONTRACT

<u>Contract / Revision</u> 4365344 /		<u>Alt Order #</u>	
<u>Advertiser</u> POL/Eddie Guerra/Hidalgo County Sheriff/TX		<u>Original Date / Revision</u> 02/27/24 / 02/27/24	
<u>Contract Dates</u> 02/28/24 - 03/05/24	<u>Estimate #</u> 9038		
<u>Product</u> Guerra for Sheriff			
<u>Order Brand</u>	<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KVEO	<u>Account Executive</u> KVEO Local House	<u>Sales Office</u> Brownsville Local	
<u>Special Handling</u>			
<u>Demographic</u> Households			
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

And:

**Screen Strategies Media**  
**Attention: James Wells**  
**11150 Fairfax Blvd**  
**Suite 505**  
**Fairfax, VA 22030**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVEO	02/28/24	03/05/24	NBC23 News Today @ 5a	5:00 AM-6:00 AM		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/26/24	03/03/24	---T---				1	\$100.00			
		Week: 03/04/24	03/10/24	-T-----				1	\$100.00			
N 2	KVEO	02/28/24	03/05/24	NBC23 News Today @ 6a	6:00 AM-7:00 AM		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/26/24	03/03/24	--W-F--				2	\$100.00			
		Week: 03/04/24	03/10/24	MT-----				2	\$100.00			
N 3	KVEO	02/28/24	03/05/24	Today Show	7:00 AM-9:00 AM		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/26/24	03/03/24	---T---				1	\$125.00			
		Week: 03/04/24	03/10/24	-T-----				1	\$125.00			
N 4	KVEO	02/28/24	03/05/24	NBC23 News Now @ 4p	4:00 PM-4:30 PM		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/26/24	03/03/24	--WTF--				3	\$100.00			
		Week: 03/04/24	03/10/24	M-----				1	\$100.00			
N 5	KVEO	02/28/24	03/05/24	NBC23 News Now @ 4p	4:30 PM-5:00 PM		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/26/24	03/03/24	--W-F--				2	\$100.00			
		Week: 03/04/24	03/10/24	-----				0	\$100.00			
N 6	KVEO	03/02/24	03/02/24	NBC23 News Now @ 5p	5:00 PM-5:30 PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/26/24	03/03/24	-----S-				1	\$250.00			
N 7	KVEO	02/29/24	02/29/24	NBC23 News Now @ 10p	10:00 PM-10:35 PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/26/24	03/03/24	---T---				1	\$250.00			
N 8	KVEO	03/02/24	03/02/24	NBC23 News Now @ 10p	10:00 PM-10:30 PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/26/24	03/03/24	-----S-				1	\$250.00			
<b>Totals</b>											<b>17</b>	<b>\$2,200.00</b>

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

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.

Nexstar Media Group 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 or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**KVEO**  
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4365344 /		
<u>Advertiser</u>		<u>Original Date / Revision</u>
POL/Eddie Guerra/Hidalgo County Sheriff/TX		02/27/24 / 02/27/24
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
02/28/24 - 03/05/24	Guerra for Sheriff	9038

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/26/24 - 03/31/24	17	\$2,200.00	(\$330.00)	\$1,870.00
<b>Totals</b>	<b>17</b>	<b>\$2,200.00</b>	<b>(\$330.00)</b>	<b>\$1,870.00</b>

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

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# Spot Manager: All, 02/28/24-03/05/24



Order	Program	Date	Advertiser	Len	Order	Inventor	Rate	Ad-ID	Title	Placed	Spots	Estimate	#	Material	Title
5344	EN NBC23	Net/28/24	POL/Eddie Guerra/H	:30	NBC23	News	N32	PM00.00	CXEGT.		2	9038		Letter-English	
5344	EN NBC23	Net/28/24	POL/Eddie Guerra/H	:30	NBC23	News	N31	PM00.00	CXEGT.		2	9038		No More Eng	
5344	LM NBC23	Net/28/24	POL/Eddie Guerra/H	:30	NBC23	News	T34	AM00.00	CXEGT.		2	9038		Letter-English	
5344	LN NBC23	Net/29/24	POL/Eddie Guerra/H	:30	NBC23	News	N20	PM50.00	CXEGT.		1	9038		Letter-English	
5344	EN NBC23	Net/29/24	POL/Eddie Guerra/H	:30	NBC23	News	N35	PM00.00	CXEGT.		3	9038		Letter-English	
5344	DY Today	Sho/29/24	POL/Eddie Guerra/H	:30	Today	Show	59	AM25.00	CXEGT.		1	9038		No More Eng	
5344	LM NBC23	Net/29/24	POL/Eddie Guerra/H	:30	NBC23	News	T13	AM00.00	CXEGT.		1	9038		Letter-English	
5344	LM NBC23	Net/30/24	POL/Eddie Guerra/H	:30	NBC23	News	T46	AM00.00	CXEGT.		1	9038		No More Eng	
5344	EN NBC23	Net/30/24	POL/Eddie Guerra/H	:30	NBC23	News	N31	PM00.00	CXEGT.		1	9038		Letter-English	
5344	EN NBC23	Net/30/24	POL/Eddie Guerra/H	:30	NBC23	News	N37	PM00.00	CXEGT.		1	9038		Letter-English	
5344	LN NBC23	Net/30/24	POL/Eddie Guerra/H	:30	NBC23	News	N32	PM50.00	CXEGT.		1	9038		Letter-English	
5344	EN NBC23	Net/30/24	POL/Eddie Guerra/H	:30	NBC23	News	N47	PM50.00	CXEGT.		1	9038		No More Eng	
5344	EN NBC23	Net/30/24	POL/Eddie Guerra/H	:30	NBC23	News	N30	PM00.00	CXEGT.		4	9038		Letter-English	
5344	LM NBC23	Net/30/24	POL/Eddie Guerra/H	:30	NBC23	News	T23	AM00.00	CXEGT.		3	9038		Letter-English	
5344	DY Today	Sho/30/24	POL/Eddie Guerra/H	:30	Today	Show	34	AM25.00	CXEGT.		2	9038		Letter-English	
5344	LM NBC23	Net/30/24	POL/Eddie Guerra/H	:30	NBC23	News	T54	AM00.00	CXEGT.		4	9038		Letter-English	
5344	LM NBC23	Net/30/24	POL/Eddie Guerra/H	:30	NBC23	News	T02	AM00.00	CXEGT.		2	9038		No More Eng	

17

00.00

[Sorted by: Date]