

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, PATRICIA A. BARRERA, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: PATRICIA A. BARRERA

Authorized committee:

Agency requesting time (and contact information):

N/A

Candidate's political party: DEMOCRAT

Office sought (no acronyms or abbreviations):
WEBB COUNTY TAX Assessor Collector

Date of election: MARCH 5, 2024 General Primary

Treasurer of candidate's authorized committee:
MIRTA A. BARRERA

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.

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: Patricia A. Barrera
Name: PATRICIA A. BARRERA

Signature: Mirtey De Leon
Name: MIRTEY DE LEON

Date of Request to Purchase Ad Time: 02/08/2024

Date of Station Agreement to Sell Time:

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:

Patricia A. Barber

Name:

PATRICIA A. BARBER

Date:

02/08/2024

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No

Date ad received: *2-13-24*

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 (optional):

*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 #: <i>T38845A</i>	Station Call Letters: <i>KUDD-TV</i>	Date Received/Requested: <i>2-13-24</i>
Est. #:	Station Location: <i>Carroll-TX</i>	Run Start and End Dates: <i>2/15 - 3/5/24</i>

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.



Patricia Barrera for Webb County Tax Ass 2024

The proposed advertising schedule was prepared using the following ratings estimates:

- unduplicated reach of 139,515 for Persons 18+ or 71.8 for your target
- 76,455 Persons 18+ 3 or more times or 39.3 for your target
- 188.08 Gross Rating Points or 366.3 Impressions(000)
- average frequency of 2.6
- average Cost Per Point of \$44.05
- average Cost Per Thousand of \$22.62

Investment for the advertising schedule: \$8285.00

Name: Jeannette Puig
Phone: 956-727-0027
email: jpuig@entravision.com



Proposal ID: 101876
 Market: LAREDO [186]
 Station: KLDO
 Schedule Date: 2/12/2024 - 3/5/2024
 Advertiser: Patricia Barrera for Webb County Tax Ass
 Agency: Campaign to Elect Patricia Barrera
 Spot Length(s): :30
 Book: Nov/2023L3
 Report: Planner
 Author: JEANNETTE PUIG

Acct. Exec: Jeannette Puig
 Phone #: 956-727-0027
 Email: jpuig@entravision.com

Entravision's Terms and Conditions of Sales located at www.entravision.com/termsales ("Terms") are incorporated into and made a part of this agreement. Any performance information provided in this agreement (including past performance or future projections of ratings points, audience impressions or any other performance measure) are estimates for informational purposes only. Entravision makes no representation or guarantee, and will have no liability, with respect to the performance of any advertisement or program.

Flight Dates: 2/12/2024-3/5/2024

Program Time	Spot Length	FE 12	FE 19	FE 26	MR 4	DMA P18+ RTG	DMA P18+ 000	Weeks	Rate Spots
KLDO									
LOCAL NEWS	:30	3	3	3	3	0.56	1.1	4	\$20.00
GRPs/Impressions						6.72	13.2		12
SHR						11.8	11.8		
CPP/CPM						\$35.71	\$18.18		
Mo-Fr 5:00a-6:00a									
DESPIERTA AMERICA	:30	2	2	2	1	1.73	3.4	4	\$40.00
GRPs/Impressions						12.11	23.8		7
SHR						15.9	15.9		
CPP/CPM						\$23.12	\$11.76		
Mo-Fr 6:00a-10:00a									
NOTICIAS 27	:30	2	2	2	2	4.88	9.5	4	\$350.00
GRPs/Impressions						39.04	76		8
SHR						20.6	20.6		
CPP/CPM						\$71.72	\$36.84		
Mo-Fr 5:00p-5:30p									
MINAS DE PASION	:30	3	3	3	2	6.90	13.4	4	\$140.00
GRPs/Impressions						75.9	147.4		11
SHR						21.3	21.3		
CPP/CPM						\$20.29	\$10.45		
Mo-Fr 9:00p-10:00p									
NOTICIAS 27	:30	2	2	2	1	4.62	9.0	4	\$350.00
GRPs/Impressions						32.34	63		7
SHR						14.9	14.9		
CPP/CPM						\$75.76	\$38.89		
Mo-Fr 10:00p-10:35p									
KLDO Totals		12	12	12	9				\$7,310.00
						GRP/(000)	166.11	323.4	Spts: 45
						CPP/CPM:	\$44.01	\$22.60	
						Reach:	67.9	67.9	
						Frequency:	2.4	2.4	
KXOF									
FOX NEWS LAREDO	:30	4	4	4	1	1.69	3.3	4	\$75.00
GRPs/Impressions						21.97	42.9		13
SHR						5.2	5.2		
CPP/CPM						\$44.38	\$22.73		
Mo-Fr 9:00p-9:30p									
KXOF Totals		4	4	4	1				\$975.00
						GRP/(000)	21.97	42.9	Spts: 13
						CPP/CPM:	\$44.38	\$22.73	
						Reach:	11.9	11.9	
						Frequency:	1.8	1.8	




Patricia Barrera for Webb County Tax Ass 2024

Book: November 2023 LivePlus3

Proposal ID: 101876
 Market: LAREDO [186]
 Station: KLDO
 Schedule Date: 2/12/2024 - 3/5/2024
 Advertiser: Patricia Barrera for Webb County Tax Ass
 Agency: Campaign to Elect Patricia Barrera
 Spot Length(s): :30
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Acct. Exec: Jeannette Puig
 Phone #: 956-727-0027
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Total Cost:	\$8,285.00	Signature 
Agency Commission @ 15%:	\$1,242.75	
Net Cost:	\$7,042.25	

General Summary (DMA P18+ D.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KLDO	45	\$7,310.00	166.11	323.4	67.9	2.4	35.7	\$44.01	\$22.60	132,099	194,415
KXOF	13	\$975.00	21.97	42.9	11.9	1.8	4.6	\$44.38	\$22.73	23,135	194,415
LAREDO	58	\$8,285.00	188.08	366.3	71.8	2.6	39.3	\$44.05	\$22.62	139,515	194,415

Gregorian Summary (DMA P18+ D.RTG)

Description	Spots	%	Cost	%	Net Cost	GRPs	%	Impressions (000)	CPP	CPM
Feb/24	45	78%	\$6,545.00	79%	\$5,563.25	145.65	77%	283.7	\$44.94	\$23.07
Mar/24	13	22%	\$1,740.00	21%	\$1,479.00	42.43	23%	82.6	\$41.01	\$21.07
Total (DMA P18+)	58	100%	\$8,285.00	100%	\$7,042.25	188.08	100%	366.3	\$44.05	\$22.62