

# ORDER



**Orders**  
**Order / Rev:** 752132  
 Alt Order #:  
**Product Desc:** Campaign to Re-Elect Sheriff Martin Cue  
**Estimate:** RUNOFF Campaign to Re-Elect Sheriff M  
**Flight Dates:** 05/12/24 - 05/28/24  
**Original Date / Rev:** 05/09/24 / 05/09/24  
**Order Type:** GENERAL

**Primary AE:** Minelly De Leon - 1232  
**Sales Office:** L-LAR  
**Sales Region:** LOCAL

**Agency Name:** Campaign to Elect Martin Cuellar  
**Buying Contact:**  
**Billing Contact:**  
 2506 Irwin Dr  
 Laredo, TX 78045

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

**Advertiser Name:** Cuellar, Martin for Webb County Sheri  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL  
**Priority:** P-17

**New Business End:** 08/03/16  
**Advertiser External ID:** 0012R00002BkYNPQA3  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/01/24	05/28/24	41	\$9,430.00	\$8,015.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	41	\$9,430.00	\$8,015.50	0.00
<b>Totals</b>	<b>41</b>	<b>\$9,430.00</b>	<b>\$8,015.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Minelly De Leon - 1232	L-LAR	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	KLDO	05/13/24	05/28/24	Midday News Show Noticias alDia a Mediodia	CM	1130am-12pm	11111--	:30	5	\$75.00	P-16	0.00	NM	12	\$900.00
Class 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/13/24	05/19/24	11111--		5				\$75.00		0.00			
	Week:	05/20/24	05/26/24	11111--		5				\$75.00		0.00			
	Week:	05/27/24	06/02/24	11-----		2				\$75.00		0.00			
N 2	KLDO	05/13/24	05/21/24	Early News M-F 1.1 Local Noticias Univision Laredo	CM	5p-530p	111-1--	:30	4	\$350.00	P-17	0.00	NM	4	\$1,400.00
Class 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/13/24	05/19/24	1-1-1--		3				\$350.00		0.00			
	Week:	05/20/24	05/26/24	-1-----		1				\$350.00		0.00			
N 3	KLDO	05/13/24	05/20/24	Late News M-F 1.1 Local Noticias Univision Laredo	CM	10p-1035p	11-1---	:30	3	\$350.00	P-17	0.00	NM	3	\$1,050.00
Class 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/13/24	05/19/24	-1-1---		2				\$350.00		0.00			
	Week:	05/20/24	05/26/24	1-----		1				\$350.00		0.00			
N 4	KLDO	05/23/24	05/28/24	Early News M-F 1.1 Local Noticias Univision Laredo	CM	5p-530p	11-1---	:30	3	\$600.00	P-16	0.00	NM	3	\$1,800.00
Class 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 752132  
 Alt Order #:  
 Flight Dates: 05/12/24 - 05/28/24

Advertiser: Cuellar, Martin for Webb County Sheriff's  
 Product Desc: Campaign to Re-Elect Sheriff Martin Cue **KLDO-TV**  
 Estimate: RUNOFF Campaign to Re-Elect Sheriff M

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KLDO	05/22/24	05/27/24	Late News M-F 1.1 Local 10 Noticias Univision Laredo	CM	10p-1035p	1-1-1--	:30	3	\$600.00	P-16	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	---1---		1				\$600.00		0.00			
Week:		05/27/24	06/02/24	11-----		2				\$600.00		0.00			
		Class 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	--1-1--		2				\$600.00		0.00			
Week:		05/27/24	06/02/24	1-----		1				\$600.00		0.00			
N 6	KLDO	05/20/24	05/27/24	M-F Prime C El Gallo de Oro	CM	8p-9p	11111--	:30	5	\$140.00	P-17	0.00	NM	6	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	11111--		5				\$140.00		0.00			
Week:		05/27/24	06/02/24	1-----		1				\$140.00		0.00			
		Class 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	11111--		5				\$140.00		0.00			
Week:		05/27/24	06/02/24	1-----		1				\$140.00		0.00			
N 7	KLDO	05/28/24	05/28/24	M-F Prime A La Rosa de Guadalupe	CM	6p-7p	-1-----	:30	1	\$140.00	P-17	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/27/24	06/02/24	-1-----		1				\$140.00		0.00			
		Class 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/27/24	06/02/24	-1-----		1				\$140.00		0.00			
N 8	KLDO	05/12/24	05/26/24	Early Fringe Su Hour 3.2 Noticiero Univision F/S	CM	530p-6p	-----1	:30	1	\$150.00	P-16	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1		1				\$150.00		0.00			
Week:		05/13/24	05/19/24	-----1		1				\$150.00		0.00			
Week:		05/20/24	05/26/24	-----1		1				\$150.00		0.00			
		Class 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1		1				\$150.00		0.00			
Week:		05/13/24	05/19/24	-----1		1				\$150.00		0.00			
Week:		05/20/24	05/26/24	-----1		1				\$150.00		0.00			
N 9	KLDO	05/12/24	05/26/24	Su Prime Rotator Sunday Prime	CM	6:00 PM-8:00 PM (6:00 PM-8:00 PM)	-----1	:30	1	\$200.00	P-13	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1		1				\$200.00		0.00			
Week:		05/13/24	05/19/24	-----		0				\$0.00		0.00			
Week:		05/20/24	05/26/24	-----1		1				\$200.00		0.00			
		Class 2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1		1				\$200.00		0.00			
Week:		05/13/24	05/19/24	-----		0				\$0.00		0.00			
Week:		05/20/24	05/26/24	-----1		1				\$200.00		0.00			
N 10	KLDO	05/19/24	05/19/24	Su Prime Rotator Juego de Voces/ La Final	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	-----1	:30	1	\$200.00	P-13	0.00	NM	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:		05/13/24	05/19/24	-----1		1				\$200.00		0.00			
		Class 2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----1		1				\$200.00		0.00			
N 11	KLDO	05/12/24	05/26/24	Late Fringe Su Hour 1 Noticiero Univision F/S	CM	10p-11p	-----1	:30	1	\$150.00	P-16	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1		1				\$150.00		0.00			
Week:		05/13/24	05/19/24	-----1		1				\$150.00		0.00			
Week:		05/20/24	05/26/24	-----1		1				\$150.00		0.00			
		Class 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/06/24	05/12/24	-----1		1				\$150.00		0.00			
Week:		05/13/24	05/19/24	-----1		1				\$150.00		0.00			
Week:		05/20/24	05/26/24	-----1		1				\$150.00		0.00			
													Totals	41	\$9,430.00