

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Roxanne Garcia, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Martin Cuellar

Authorized committee:

Campaign to re-elect Martin Cuellar

Agency requesting time (and contact information):

N/A

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

Sheriff's office

Date of election:

May 28, 2024

~~Primary~~ General
26

Primary
run-off

Treasurer of candidate's authorized committee:

Roxanne Garcia

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:

R Garcia

Name: Roxanne Garcia

Date of Request to Purchase Ad Time: 5-10-24

Signature:

J. D. Puig

Name:

Date of Station Agreement to Sell Time: 5-10-24

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:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No

Date ad received: 5-10-2024

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 #: <u>752132</u>	Station Call Letters: <u>KLDD-TV</u>	Date Received/Requested: <u>5/10/2024</u>
Est. #:	Station Location: <u>Laredo, TX</u>	Run Start and End Dates: <u>5/8-5/28/24</u>

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.



Campaign to Re-Elect Sheriff Martin Cuellar/ RUNOFF

RUNOFF CAMPAIGN TO RE-ELECT SHERIFF MARTIN CUELLAR

Station: Univision KLDO-TV
Flight dates: 5/12/24 - 5/28/24
Budget: \$9,430 gross/ \$8,015.50 net

Name: Minelly De Leon
Phone: 956-337-3327
[email: mdeleon@entravision.com](mailto:mdeleon@entravision.com)

Presented to: Roxanne Garcia/ Treasurer



Campaign to Re-Elect Sheriff Martin Cuellar/ RUNOFF

Book: January 2024 LivePlus


Proposal ID: 103568
 Market: LAREDO [186]
 Station: KLDO
 Schedule Date: 5/8/2024 - 5/28/2024
 Advertiser: Cuellar, Martin for Webb County Sheriff
 Product: Candidates
 Agency: Campaign to Elect Martin Cuellar
 Buyer: Roxane Garcia/ Treasurer
 Estimate #: Runoff Day: Tue. May 28th, 2024
 Spot Length(s): :30
 Book: Jan/2024LP
 Report: Planner
 Author: Minelly De Leon

Acct. Exec: Minelly De Leon
 Phone #: 956-337-3327
 Email: mdeleon@entravision.com

Entravision's Terms and Conditions of Sales located at www.entravision.com/termsofsales ("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: 5/8/2024-5/28/2024

Program Time	Spot Length	MY 8	MY 13	MY 20	MY 27	Weeks	Rate Spots
KLDO							
NOTICIAS AL DIA A MEDIODIA - C Mo-Fr 11:30a-12:00p	:30	--	5	5	2	3	\$75.00 12
NOTICIAS UNIVISION LAREDO - C3 Mo-Fr 5:00p-5:30p	:30	--	--	1	2	2	\$600.00 3
NOTICIAS UNIVISION LAREDO - C4 Mo-Fr 5:00p-5:30p	:30	--	3	1	--	2	\$350.00 4
LA ROSA DE GUADALUPE Mo-Fr 6:00p-7:00p	:30	--	--	--	1	1	\$140.00 1
EL GALLO DE ORO - C4 Mo-Fr 8:00p-9:00p	:30	--	--	5	1	2	\$140.00 6
NOTICIAS UNIVISION LAREDO - C3 Mo-Fr 10:00p-10:35p	:30	--	--	2	1	2	\$600.00 3
NOTICIAS UNIVISION LAREDO - C4 Mo-Fr 10:00p-10:35p	:30	--	2	1	--	2	\$350.00 3
NOTICIAS UNIVISION F/S - C3 Sun 5:30p-6:00p	:30	1	1	1	--	3	\$150.00 3
JUEGO DE VOCES - C2 Sun 6:00p-8:00p	:30	1	--	--	--	1	\$200.00 1
SUNDAY - C2 Sun 6:00p-8:00p	:30	1	--	--	--	1	\$200.00 1
JUEGO DE VOCES (2) - C2 Sun 8:00p-10:00p	:30	--	1	--	--	1	\$200.00 1
NOTICIAS UNIVISION F/S (2) - C Sun 10:00p-11:00p	:30	1	1	1	--	3	\$150.00 3

Total Cost:	\$9,430.00	 Signature _____
Agency Commission @ 15%	\$1,414.50	
Net Cost:	\$8,015.50	

Multi-Media Summary (DMA HH D.RTG)										
Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	Reach	Freq	Population
Television	41	100%	\$9,430.00	100%	343.2	100%	284.7	89.1	3.8	82,720
Total	41	100%	\$9,430.00	100%	343.2	100%	284.7	89.1	3.8	82,720

ORDER



UNIVISION
LAREDO
KLDO-TV

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
Totals	41	\$9,430.00	\$8,015.50	0.00

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	CM	1130am-12pm	1111--	:30	5	\$75.00	P-16	0.00	NM	12	\$900.00
Noticias alDia a Mediodia 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 1111-- 5 \$75.00 0.00 Week: 05/20/24 05/26/24 1111-- 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	CM	5p-530p	11-1--	:30	4	\$350.00	P-17	0.00	NM	4	\$1,400.00
Noticias Univision Laredo 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	CM	10p-1035p	11-1---	:30	3	\$350.00	P-17	0.00	NM	3	\$1,050.00
Noticias Univision Laredo 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	CM	5p-530p	11-1---	:30	3	\$600.00	P-16	0.00	NM	3	\$1,800.00
Noticias Univision Laredo 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 Cuell
 Estimate: RUNOFF Campaign to Re-Elect Sheriff M
KLDO-TV

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	CM	10p-1035p	1-1-1--	:30	3	\$600.00	P-16	0.00	NM	3	\$1,800.00
				Noticias Univision Laredo											
		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				\$600.00		0.00			
Week:		05/27/24	06/02/24	11-----		2				\$600.00		0.00			
N 6	KLDO	05/20/24	05/27/24	M-F Prime C	CM	8p-9p	11111--	:30	5	\$140.00	P-17	0.00	NM	6	\$840.00
				El Gallo de Oro											
		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	--1-1--		2				\$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	CM	6p-7p	-1-----	:30	1	\$140.00	P-17	0.00	NM	1	\$140.00
				La Rosa de Guadalupe											
		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	CM	530p-6p	-----1	:30	1	\$150.00	P-16	0.00	NM	3	\$450.00
				Noticiero Univision F/S											
		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	CM	6:00 PM-8:00 PM	-----1	:30	1	\$200.00	P-13	0.00	NM	2	\$400.00
				Sunday Prime											
		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	CM	8:00 PM-10:00 PM	-----1	:30	1	\$200.00	P-13	0.00	NM	1	\$200.00
				Juego de Voces/ La Final											
		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	CM	10p-11p	-----1	:30	1	\$150.00	P-16	0.00	NM	3	\$450.00
				Noticiero Univision F/S											
		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