

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Colin Strother, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➔	<input type="checkbox"/> FEDERAL CANDIDATE <input checked="" type="checkbox"/> STATE OR LOCAL CANDIDATE
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ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: Rosie Cuellar

Authorized committee: Committee to Elect

Agency requesting time (and contact information):

N/A

Candidate's political party: Dem

Office sought (no acronyms or abbreviations): Webb County Tax Assesor

Date of election: 7/14/20 General Primary

Treasurer of candidate's authorized committee:

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: <u>[Signature]</u>	Signature: <u>[Signature]</u>
Name: <u>Aaron Derton</u>	Name: <u>J.D. Puig</u>
Date of Request to Purchase Ad Time: <u>7/7/2020</u>	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: _____

Name: _____

Date: _____

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No

Date ad received: 7/6/20

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 #:	Station Call Letters: <u>KLDD/KXOF</u>	Date Received/Requested: <u>7/7/20</u>
Est. #:	Station Location: <u>Laredo</u>	Run Start and End Dates: <u>7/8 - 7/14/20</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.




Proposal ID: 80714
 Market: LAREDO [184]
 Station: KLDO
 Schedule Date: 7/8/2020 - 7/10/2020
 Advertiser: Rosie Cuellar for Webb Co Tax Assessor
 Product: Candidates
 Agency: Campaign to Elect Rosie Cuellar
 Spot Length(s): :30

Acct. Exec: Allison De La Garza
 Email: adelagarza@entravision.com

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at www.entravision.com/termsandsales, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

Program Time	Spot Length	JL	DMA P18-54 RTG	DMA P18-54 000	Flight Dates: 7/8/2020-7/10/2020	
					Wks	Rate Spots
KLDO		8				
NOTICIAS 27	:30	3	3.6	3.9		
GRPs/Impressions			10.8	11.7	1	\$350.00
Mo-Fr 5:00p-5:30p						3
NOTICIAS 27	:30	2	2.5	2.6		
GRPs/Impressions			5	5.2	1	\$350.00
Mo-Fr 10:00p-10:35p						2
All Day Rotator	:30	5	1.5	1.6		
GRPs/Impressions			7.5	8	1	\$0.00
Mo-Su 6:00a-12:00a						5

Total Cost: \$1,750.00
Agency Commission @ 15% \$262.50
Net Cost: \$1,487.50 Signature: 

General Summary (DMA P18-54 D.RTG)

Name	Spots	Cost	Grps	Imp(000)	Reach	Freq	Eff Reach	Net Reach	Pop
KLDO	10	\$1,750.00	23.3	24.9	15.1	1.5	4.8	16,119	107,027

CONTRACT



KLDO-TV
222 Bob Bullock Loop
Laredo, TX 78043
(956) 727-0027

Contract / Revision 538397 / 1		Alt Order #
Advertiser Rosie Cuellar for Webb Co Tax Assessor		Original Date / Revision 07/09/20 / 07/09/20
Contract Dates 07/10/20 - 07/13/20	Estimate # 7.10-7.13	
Product		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KLDO-TV	Account Executive Allison DeLaGarza	Sales Office Laredo
Special Handling		
Demographic Households		
Agency Ref	Advertiser Ref	

And:

Campaign to Elect Rosie Cuellar
1406 Jacaman Rd
Laredo, TX 78046

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KLDO	07/10/20	07/13/20	M-Su 6a-12a ROS	6a-12a		:30			NM	9	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/06/20	07/12/20	----FSS				6	\$65.00			
Week:		07/13/20	07/19/20	M-----				3	\$65.00			
N 2	KLDO	07/13/20	07/13/20	M-F Early Local News	5p-530p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/13/20	07/19/20	M-----				1	\$350.00			
N 3	KLDO	07/10/20	07/12/20	M-Su 6p-10p	6p-10p		:30			NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/06/20	07/12/20	----FSS				3	\$140.00			
N 4	KLDO	07/10/20	07/13/20	M-Su 6a-12a ROS	6a-12a		:30			NM	8	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/06/20	07/12/20	----FSS				5	\$0.00			
Week:		07/13/20	07/19/20	M-----				3	\$0.00			
N 5	KLDO	07/10/20	07/10/20	M-F Late Local News	10p-1035p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/06/20	07/12/20	----F--				1	\$350.00			
N 6	KLDO	07/13/20	07/13/20	Despierta America	6:00 AM-10:00 AM		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/13/20	07/19/20	M-----				1	\$75.00			
Totals											23	\$1,780.00

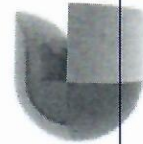
Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/29/20 - 07/13/20	23	\$1,780.00	(\$267.00)	\$1,513.00
Totals	23	\$1,780.00	(\$267.00)	\$1,513.00

Signature: XCM Date: 7/9/2020

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

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ORDER



**UNIVISION
LAREDO**

KLDO-TV

Orders
Order / Rev: 538397
Alt Order #: _____
Product Desc: _____
Estimate: 7.10-7.13
Flight Dates: 07/10/20 - 07/13/20
Original Date / Rev: 07/09/20 / 07/09/20
Order Type: GENERAL

Primary AE: Allison DeLaGarza
Sales Office: L-LAR
Sales Region: LOCAL

Agency
Name: Campaign to Elect Rosie Cuellar
Buying Contact: _____
Billing Contact: _____
 1406 Jacaman Rd
 Laredo, TX 78046

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

Advertiser
Name: Rosie Cuellar for Webb Co Tax Asses:
Demographic: HH
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: GEN
Revenue Code 3: POL

New Business Thru: 02/08/19
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/20	07/13/20	23	\$1,780.00	\$1,513.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	23	\$1,780.00	\$1,513.00	0.00
Totals	23	\$1,780.00	\$1,513.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Allison DeLaGarza	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	07/10/20	07/13/20	M-Su 6a-12a ROS M-Su 6a-12a ROS	CM	6a-12a	M---FSS	:30	4	\$65.00	P-01	0.00	NM	9	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/06/20	07/12/20	----FSS					6	\$65.00		0.00			
		Week: 07/13/20	07/19/20	M-----					3	\$65.00		0.00			
N 2	KLDO	07/13/20	07/13/20	Early News M-F 1.1 Local M-F Early Local News	CM	5p-530p	M-----	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	M-----					1	\$350.00		0.00			
N 3	KLDO	07/10/20	07/12/20	M-Su Prime Rotator M-Su 6p-10p	CM	6p-10p	----FSS	:30	3	\$140.00	P-01	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/06/20	07/12/20	----FSS					3	\$140.00		0.00			
N 4	KLDO	07/10/20	07/13/20	M-Su 6a-12a ROS M-Su 6a-12a ROS	CM	6a-12a	-----	:30	0	\$0.00	P-15	0.00	NM	8	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/06/20	07/12/20	----FSS					5	\$0.00		0.00			
		Week: 07/13/20	07/19/20	M-----					3	\$0.00		0.00			
N 5	KLDO	07/10/20	07/10/20	Late News M-F 1.1 Local M-F Late Local News	CM	10p-1035p	----F--	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/06/20	07/12/20	----F--					1	\$350.00		0.00			

Order / Rev: 538397
 Alt Order #:
 Flight Dates: 07/10/20 - 07/13/20

Advertiser: Rosie Cuellar for Webb Co Tax Assessor
 Product Desc:
 Estimate: 7.10-7.13

KLDO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KLDO	07/13/20	07/13/20	M-Su 6a-12a ROS Despierta America	CM	6:00 AM-10:00 AM (6:00 AM-10:00 AM)	-----	:30	1	\$75.00	P-01	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>					<u>Rating</u>
		Week: 07/13/20	07/19/20	M-----					1	\$75.00					0.00
Totals													23	\$1,780.00	