

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, A.B. Barrera, hereby request station time as follows:

<b>IDENTIFY CANDIDATE TYPE</b>	<input type="checkbox"/> <b>FEDERAL CANDIDATE</b> <input checked="" type="checkbox"/> <b>STATE OR LOCAL CANDIDATE</b>
--------------------------------	--

**ALL QUESTIONS/BLOCKS MUST BE COMPLETED**

Candidate name: AIYSSA CIGARROA

Authorized committee: N/A

Agency requesting time (and contact information): PMDB  
 N/A

Candidate's political party: N/A

Office sought (no acronyms or abbreviations): CITY Council District 8

Date of election:  General  Primary

Treasurer of candidate's authorized committee: Dr. Ricardo Cigarroa

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> Name: <u>A.B. Barrera</u> Date of Request to Purchase Ad Time: <u>10/9/2020</u>	Signature: <u>[Signature]</u> Name: <u>J.D. Puig</u> Date of Station Agreement to Sell Time: <u>10-19-20</u>

**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:

A.B. Barro

Date:

10-9-2000

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?

Yes

No

Date ad received:

10-19-20

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 #:

554008

Station Call Letters:

RLDD

Date Received/Requested:

10-19-20

Est. #:

General

Station Location:

Laredo

Run Start and End Dates:

10-20 thru 11-2-20

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.



**Alyssa Cigarroa for City Council KLDO UNI**

Book: October 2019 LivePlus3

Proposal ID: 82069  
 Market: LAREDO [184]  
 Station: KLDO  
 Schedule Date: 10/20/2020 - 11/3/2020  
 Advertiser: <No Advertiser>  
 Agency: PMDG Marketing Commu  
 Spot Length(s): :30  
 Book: October 2019 LivePlus3  
 Report: Planner  
 Author: JEANNETTE PUIG

Acct. Exec: Jeannette Puig  
 Phone #: 956-727-0027  
 Email: jpuig@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/termsofsales, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

**Flight Dates: 10/20/2020-11/3/2020**

Program Time	Spot Length	OC 20	OC 26	NO 2	DMA P18+ RTG	Wks	Rate Spots
<b>KLDO</b>							
GORD&FLACA-UNI	:30	4	4	2	3.31	3	\$380.00
GRPs/Impressions					33.10		10
SHR					17.9		
CPP/CPM					\$114.80		
Mo-Fr 3:00p-4:00p					Run Dates: 3/24/2014-12/31/2036		
PRIM IMPCT-UNI	:30	4	4	2	4.82	3	\$380.00
GRPs/Impressions					48.20		10
SHR					22.5		
CPP/CPM					\$78.84		
Mo-Fr 4:00p-5:00p					Run Dates: 3/24/2014-12/31/2036		
PRIME ROS NOVELAS	:30	5	5	--	3.35	2	\$365.00
GRPs/Impressions					33.50		10
SHR					10.4		
CPP/CPM					\$108.96		
Mo-Th 6:00p-10:00p					Run Dates: 4/2/2014-12/31/2036		
PRIME ROS NOVELAS	:30	--	--	2	3.35	1	\$380.00
GRPs/Impressions					6.70		2
SHR					10.4		
CPP/CPM					\$113.43		
Mo-Th 6:00p-10:00p					Run Dates: 4/2/2014-12/31/2036		
<b>KLDO Totals</b>		<b>13</b>	<b>13</b>	<b>6</b>			<b>\$12,010.00</b>
					<b>GRP/(000)</b>		<b>Spts: 32</b>
					<b>CPP/CPM:</b>		
					<b>Reach:</b>		
					<b>Frequency:</b>		
Cost					\$12,010.00		
Agency Commission @ 15%					\$1,801.50		
Net Cost					\$10,208.50		

Approved by:

<b>Total Cost:</b>	<b>\$12,010.00</b>	
<b>Agency Commission @ 15%:</b>	<b>\$1,801.50</b>	
<b>Net Cost:</b>	<b>\$10,208.50</b>	<b>Signature</b>

General Summary ( DMA P18+ D.RTG )											
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KLDO	32	\$12,010.00	121.50	191.6	47.3	2.6	24.9	\$98.85	\$62.68	74,635	157,810

# ORDER



**UNIVISION**  
**LAREDO**  
**KLDO-TV**

**Orders**  
**Order / Rev:** 554008  
**Alt Order #:**  
**Product Desc:** GEN ELECTION 11/3/20  
**Estimate:** CITY COUNCIL DISTRICT 8  
**Flight Dates:** 10/14/20 - 11/03/20  
**Original Date / Rev:** 10/12/20 / 10/19/20  
**Order Type:** GENERAL

**Primary AE:** Laredo House  
**Sales Office:** L-LAR  
**Sales Region:** LOCAL

**Agency Name:** PMDG Marketing Communications  
**Buying Contact:**  
**Billing Contact:**  
 901 Victoria St C  
 Laredo, TX 78046

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

**Advertiser Name:** Alyssa Cigarroa for City Council Dist f  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL

**New Business Thru:**  
**Advertiser External ID:** 0012R00002BiS7T  
**Agency External ID:** 001E000000jNarJIAS  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	13	\$4,865.00	\$4,135.25
10/26/20	11/03/20	19	\$7,145.00	\$6,073.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	13	\$4,865.00	\$4,135.25	0.00
November 2020	19	\$7,145.00	\$6,073.25	0.00
<b>Totals</b>	<b>32</b>	<b>\$12,010.00</b>	<b>\$10,208.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laredo House	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	10/20/20	11/03/20	Early Fringe M-F Hour 1CM EL GORDO Y LA FLACA	CM	3p-4p	MTWTF--	:30	3	\$380.00	P-01	0.00	NM	10	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--		4				\$380.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		4				\$380.00		0.00			
		Week: 11/02/20	11/08/20	MT-----		2				\$380.00		0.00			
N 2	KLDO	10/20/20	11/03/20	Early Fringe M-F Hour 2CM PRIMER IMPACTO	CM	4p-5p	MTWTF--	:30	4	\$380.00	P-01	0.00	NM	10	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--		4				\$380.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		4				\$380.00		0.00			
		Week: 11/02/20	11/08/20	MT-----		2				\$380.00		0.00			
N 3	KLDO	10/20/20	11/03/20	M-F Prime Rotator PRIME ROS NOVELAS	CM	6p-10p	MTWT---	:30	4	\$365.00	P-01	0.00	NM	12	\$4,410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWT---		5				\$365.00		0.00			
		Week: 10/26/20	11/01/20	MTWT---		5				\$365.00		0.00			
		Week: 11/02/20	11/08/20	M-----		2				\$380.00		0.00			

Totals 32 \$12,010.00

# CONTRACT



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

<u>Contract / Revision</u> 554008 /		<u>Alt Order #</u>
<u>Advertiser</u> Alyssa Cigarroa for City Council Dist 8		<u>Original Date / Revision</u> 10/12/20 / 10/19/20
<u>Contract Dates</u> 10/14/20 - 11/03/20	<u>Estimate #</u> CITY COUNCIL DISTRI	
<u>Product</u> GEN ELECTION 11/3/20		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KLDO-TV	<u>Account Executive</u> Laredo House	<u>Sales Office</u> Laredo
<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> 001E000000jNarJIAS	<u>Advertiser Ref</u> 0012R00002BiS7T	

And:

**PMDG Marketing Communications**  
**901 Victoria St, Suite C**  
**Laredo, TX 78040**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KLDO	10/20/20	11/03/20	EL GORDO Y LA FLACA	3p-4p		:30			NM	10	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/20	10/25/20	-TWTF--				4	\$380.00			
	Week:	10/26/20	11/01/20	MTWTF--				4	\$380.00			
	Week:	11/02/20	11/08/20	MT-----				2	\$380.00			
N 2	KLDO	10/20/20	11/03/20	PRIMER IMPACTO	4p-5p		:30			NM	10	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/20	10/25/20	-TWTF--				4	\$380.00			
	Week:	10/26/20	11/01/20	MTWTF--				4	\$380.00			
	Week:	11/02/20	11/08/20	MT-----				2	\$380.00			
N 3	KLDO	10/20/20	11/03/20	PRIME ROS NOVELAS	6p-10p		:30			NM	12	\$4,410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/20	10/25/20	-TWT---				5	\$365.00			
	Week:	10/26/20	11/01/20	MTWT---				5	\$365.00			
	Week:	11/02/20	11/08/20	M-----				2	\$380.00			
<b>Totals</b>											<b>32</b>	<b>\$12,010.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/20 -10/25/20	13	\$4,865.00	(\$729.75)	\$4,135.25
10/26/20 -11/03/20	19	\$7,145.00	(\$1,071.75)	\$6,073.25
<b>Totals</b>	<b>32</b>	<b>\$12,010.00</b>	<b>(\$1,801.50)</b>	<b>\$10,208.50</b>

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

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

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](http://www.entravision.com/termsandsales), constitutes a legally binding and enforceable agreement between Entravision and the client listed above.