

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KLDO Laredo, TX	Date: 11/30/20
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I, Patty Kirby,
 being/on behalf of: Rosie Cuellar,
 a legally qualified candidate of the Democratic
 political party for the office of: Tax Assessor-Collector
 in the County of Webb
 election to be held on: March 3, 2020

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
15 & 30-sec	Daytime, Prime, News	M-F		Daily	3

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Madison Avenue Marketing Agency

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Aida A. Martinez

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

11/30/20 Patty Kirby
Date Signature

To Be Signed By Station Representative

Accepted Accepted in Part Rejected
JDPuig JDPuig JVP
Signature Printed Name Title



Rosie Cuellar for Webb Co Tax Assessor

Author: JEANNETTE PUIG

Proposal ID: 77950
 Station: KLDO
 Schedule Date: 2/10/2020 - 3/3/2020
 Advertiser: Rosie Cuellar for Webb Co Tax Assessor
 Product: Candidates
 Agency: Madison Avenue
 Spot Length(s): :30

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

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Flight Dates: 2/10/2020-3/3/2020

Program Time	Spot Length	FE 10	FE 17	FE 24	MR 2	DMA P18+ RTG	Weeks	Rate Spots
KLDO								
DAYTIME ROS	:30	--	--	--	1	1.52	1	\$75.00
GRPs/Impressions						1.52		1
CPP/CPM						\$49.34		
Mo-Fr 9:00a-3:00p						Run Dates: 4/4/2014-12/31/2036		
NOTICIAS 27-BOOKENDS	:30	1	2	4	1	5.40	4	\$500.00
GRPs/Impressions						43.2		8
CPP/CPM						\$92.59		
Mo-Fr 5:00p-5:30p						Run Dates: 3/24/2014-12/31/2036		
PRIME ROS	:30	1	--	--	--	3.33	1	\$260.00
GRPs/Impressions						3.33		1
CPP/CPM						\$78.08		
Mo-Fr 6:00p-10:00p						Run Dates: 4/2/2014-12/31/2036		
PRIME ROS	:30	--	1	2	--	3.33	2	\$280.00
GRPs/Impressions						9.99		3
CPP/CPM						\$84.08		
Mo-Fr 6:00p-10:00p						Run Dates: 4/2/2014-12/31/2036		
NOTICIAS 27-BOOKENDS	:30	--	2	2	--	3.27	2	\$600.00
GRPs/Impressions						13.08		4
CPP/CPM						\$183.49		
Mo-Fr 10:00p-10:35p						Run Dates: 3/24/2014-12/31/2036		
PREMIO LO NUESTRO-BOOKENDS	:30	--	1	--	--	3.07	1	\$425.00
GRPs/Impressions						3.07		1
CPP/CPM						\$138.44		
Thu 7:00p-10:00p						Run Dates: 2/20/2020-2/20/2020		

Total Cost:	\$8,000.00	Signature <i>X Patricia Kirby</i>
Agency Commission @ 15%	\$1,200.00	
Net Cost:	\$6,800.00	

ORDER



**UNIVISION
LAREDO**
KLDO-TV

Orders
Order / Rev: 516096A
Alt Order #:
Product Desc: Rosie Cuellar for Webb Co Tax Accessor
Estimate: 2020
Flight Dates: 02/13/20 - 03/02/20
Original Date / Rev: 02/12/20 / 02/12/20
Order Type: GENERAL

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

Agency
Name: Madison Avenue Marketing Agency
Buying Contact:
Billing Contact:
 6999 McPherson Rd.
 Laredo, TX 78041

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

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

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
01/27/20	02/23/20	8	\$3,665.00	\$3,115.25
02/24/20	03/02/20	10	\$4,335.00	\$3,684.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	8	\$3,665.00	\$3,115.25	0.00
March 2020	10	\$4,335.00	\$3,684.75	0.00
Totals	18	\$8,000.00	\$6,800.00	0.00

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	03/02/20	03/02/20	Daytime M-F Rotator M-F 9a-3p	CM	9a-3p	M-----	:30	1	\$75.00	P-04	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: 03/02/20	03/08/20	M-----					1	\$75.00		0.00			
N 2	KLDO	02/13/20	03/02/20	Early News M-F 1.1 Local M-F Early Local News	CM	5p-530p	MTWTF--	:15/:15	1	\$500.00	P-04	0.00	BK	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	---TF--					1	\$500.00		0.00			
		Week: 02/17/20	02/23/20	MTWTF--					2	\$500.00		0.00			
		Week: 02/24/20	03/01/20	MTWTF--					4	\$500.00		0.00			
		Week: 03/02/20	03/08/20	M-----					1	\$500.00		0.00			
N 3	KLDO	02/13/20	02/14/20	M-Su Prime Rotator M-Su 6p-10p	CM	6p-10p	---TF--	:30	1	\$260.00	P-04	0.00	NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/10/20	02/16/20	---TF--					1	\$260.00		0.00			
N 4	KLDO	02/17/20	03/01/20	M-Su Prime Rotator M-Su 6p-10p	CM	6p-10p	---TF--	:30	1	\$280.00	P-04	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	---TF--					1	\$280.00		0.00			
		Week: 02/24/20	03/01/20	---TF--					2	\$280.00		0.00			
N 5	KLDO	02/17/20	03/01/20		CM	10p-1035p	MTWTF--	:15/:15	2	\$600.00	P-04	0.00	BK	4	\$2,400.00

Order / Rev: 516096A
 Alt Order #: _____
 Flight Dates: 02/13/20 - 03/02/20

Advertiser: Rosie Cuellar for Webb Co Tax Assessor
 Product Desc: Rosie Cuellar for Webb Co Tax Assessor **KLDO-TV**
 Estimate: 2020

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Late News M-F 1.1 Local											
				M-F Late Local News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	MTWTF--		2				\$600.00		0.00			
Week:		02/24/20	03/01/20	MTWTF--		2				\$600.00		0.00			
N 6	KLDO	02/20/20	02/20/20	Premio lo Nuestro	CM	7:00 PM-10:00 PM	---T---	:15/:15	1	\$425.00	P-04	0.00	BK	1	\$425.00
				Premio lo Nuestro		(7:00 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		02/17/20	02/23/20	---T---		1				\$425.00		0.00			
													Totals	18	\$8,000.00

CONTRACT



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

Contract / Revision 516096A /		Alt Order #
Advertiser Rosie Cuellar for Webb Co Tax Assessor		Original Date / Revision 02/12/20 / 02/12/20
Contract Dates 02/13/20 - 03/02/20	Estimate # 2020	
Product Rosie Cuellar for Webb Co Tax Assessor		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KLDO-TV	Account Executive Laredo House	Sales Office Laredo
Special Handling		
Demographic Households		
Agency Code	Advertiser Code	Product 1/2
Agency Ref	Advertiser Ref	

And:

Madison Avenue Marketing Agency
6999 McPherson Rd.
Suite 104 Office #14
Laredo, TX 78041

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KLDO	03/02/20	03/02/20	M-F 9a-3p	9a-3p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	M-----				1	\$75.00			
N 2	KLDO	02/13/20	03/02/20	M-F Early Loca	5p-530p		:15/:15			BK	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/10/20	02/16/20	---TF--				1	\$500.00			
Week:		02/17/20	02/23/20	MTWTF--				2	\$500.00			
Week:		02/24/20	03/01/20	MTWTF--				4	\$500.00			
Week:		03/02/20	03/08/20	M-----				1	\$500.00			
N 3	KLDO	02/13/20	02/14/20	M-Su 6p-10p	6p-10p		:30			NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/10/20	02/16/20	---TF--				1	\$260.00			
N 4	KLDO	02/17/20	03/01/20	M-Su 6p-10p	6p-10p		:30			NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	---TF--				1	\$280.00			
Week:		02/24/20	03/01/20	---TF--				2	\$280.00			
N 5	KLDO	02/17/20	03/01/20	M-F Late Local	10p-1035p		:15/:15			BK	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	MTWTF--				2	\$600.00			
Week:		02/24/20	03/01/20	MTWTF--				2	\$600.00			
N 6	KLDO	02/20/20	02/20/20	Premio lo Nues	7:00 PM-10:00 PM		:15/:15			BK	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	---T---				1	\$425.00			
Totals											18	\$8,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/27/20 - 02/23/20	8	\$3,665.00	(\$549.75)	\$3,115.25
02/24/20 - 03/02/20	10	\$4,335.00	(\$650.25)	\$3,684.75
Totals	18	\$8,000.00	(\$1,200.00)	\$6,800.00

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

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

<u>Contract / Revision</u> 516096A /	<u>Alt Order #</u>
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<u>Advertiser</u> Rosie Cuellar for Webb Co Tax Assessor	<u>Original Date / Revision</u> 02/12/20 / 02/12/20
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<u>Contract Dates</u> 02/13/20 - 03/02/20	<u>Product</u> Rosie Cuellar for Webb C	<u>Estimate #</u> 2020
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Signature: _____ **Date:** _____

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RE-ELECT ROSIE CUELLAR



PRODUCT	DETAILS	START DATE	END DATE	GROSS INVEST. PER EMAIL
Email Marketing 40,800 - QTY.	Targets: All Registered Voters, Democrats, + other Political Parties.	02/01/20	03/30/20	\$1,199

GEO: WEBB COUNTY

MINIMUM OF 2 EMAIL COMMITMENT

- Suggested Email CTA:
- Email 1 - Invitation to vote
 - Email 2 - A thank you for voting email

GROSS TOTAL PER EVENT: \$1,199

\$1,199.16 Net

Authorized Signature	<i>Patty Kirby</i>	Today's Date	2/11/20	Entravision Signature
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