

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Amber Avis Hinojosa, hereby request station time as follows:

<b>IDENTIFY CANDIDATE TYPE</b> ➔	<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:  
Amber Avis - Hinojosa

Authorized committee:

Agency requesting time (and contact information):

N/A

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

City Council District 8

Date of election:

11/3/2020

General

Primary

Treasurer of candidate's authorized committee:

Martha Victoria Valdez

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:

Amber Avis Hinojosa

Name: Amber Avis Hinojosa

Date of Request to Purchase Ad Time: 10/9/2020

Signature:

J D Ruiz

Name:

Date of Station Agreement to Sell Time: 10-12-20

**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: \_\_\_\_\_

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 #: <b>553994</b>	Station Call Letters: <b>KLDD</b>	Date Received/Requested: <b>10/12/20</b>
Est. #: <b>General</b>	Station Location: <b>Laredo</b>	Run Start and End Dates: <b>10/13/Thu 11/3</b>

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: 82286  
 Market: LAREDO [184]  
 Station: KLDO  
 Schedule Date: 10/13/2020 - 11/3/2020  
 Advertiser: Amber Hinojosa for CCouncil Dist 8  
 Product: Candidate  
 Agency: Campaign to Elect Amber A Hinojosa  
 Spot Length(s): :30  
 Book: June 2020 LivePlus3  
 Report: Planner  
 Author: JEANNETTE PUIG

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

553994

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: 10/13/2020-11/3/2020

Program Time	Spot Length	OC 13	OC 19	OC 26	NO 2	DMA P18+ RTG	DMA P18+ 000	Weeks	Rate Spots
<b>KLDO</b>									
DESPIERTA AMERICA	:30	3	3	3	3	0.84	1.3	4	\$60.00
GRPs/Impressions						10.08	15.60		12
SHR						9.8	9.8		
CPP/CPM						\$71.43	\$46.15		
Mo-Fr 6:00a-10:00a		Run Dates: 7/22/2019-12/28/2036							
DAYTIME ROS	:30	11	9	9	4	1.51	2.4	4	\$40.00
GRPs/Impressions						49.83	79.20		33
SHR						9.8	9.8		
CPP/CPM						\$26.49	\$16.67		
Mo-Fr 9:00a-3:00p		Run Dates: 4/4/2014-12/31/2036							
NOTICIAS 27	:30	2	2	2	1	6.22	9.8	4	\$350.00
GRPs/Impressions						43.54	68.60		7
SHR						24.5	24.5		
CPP/CPM						\$56.27	\$35.71		
Mo-Fr 5:00p-5:30p		Run Dates: 3/24/2014-12/31/2036							
NOTICIAS 27	:30	1	1	1	1	3.06	4.8	4	\$350.00
GRPs/Impressions						12.24	19.20		4
SHR						11.2	11.2		
CPP/CPM						\$114.38	\$72.92		
Mo-Fr 10:00p-10:35p		Run Dates: 3/24/2014-12/31/2036							
<b>KLDO Totals</b>		17	15	15	9				<b>\$5,890.00</b>
						<b>GRP/(000)</b>	115.69	182.6	<b>Spts: 56</b>
						<b>CPP/CPM:</b>	\$50.91	\$32.26	
						<b>Reach:</b>	47.3	47.3	
						<b>Frequency:</b>	2.4	2.4	
Cost		\$5,890.00							
Agency Commission @ 15%		\$883.50							
Net Cost		\$5,006.50							
						Approved by: _____			

**Total Cost: \$5,890.00**  
**Agency Commission @ 15% \$883.50**  
**Net Cost: \$5,006.50**

Signature: *Amber A Hinojosa*

General Summary ( DMA P18+ D.RTG )

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KLDO	56	\$5,890.00	115.69	182.6	47.3	2.4	25.1	\$50.91	\$32.26	74,673	157,810

# ORDER



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

**Orders**  
**Order / Rev:** 553994  
**Alt Order #:**  
**Product Desc:** GEN ELECTION 11/3  
**Estimate:** CITY COUNCIL DIST 8  
**Flight Dates:** 10/13/20 - 11/03/20  
**Original Date / Rev:** 10/14/20 / 10/14/20  
**Order Type:** GENERAL

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

**Agency Name:** Campaign to Elect Amber Avis Hinojos  
**Buying Contact:**  
**Billing Contact:**  
 1802 Houston St.  
 Laredo, TX 78040

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

**Advertiser Name:** Amber Avis Hinojosa for City Council I  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL

**New Business Thru:**  
**Advertiser External ID:** 0012R00002BicKz  
**Agency External ID:** 0012R00002BISfF  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	32	\$3,260.00	\$2,771.00
10/26/20	11/03/20	24	\$2,630.00	\$2,235.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	32	\$3,260.00	\$2,771.00	0.00
November 2020	24	\$2,630.00	\$2,235.50	0.00
<b>Totals</b>	<b>56</b>	<b>\$5,890.00</b>	<b>\$5,006.50</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	10/13/20	11/03/20	M-F 6a-10a DEPIERTA AMERICA	CM	6a-10a	MTWTF--	:30	3	\$60.00	P-17	0.00	NM	12	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	--WTF--		3				\$60.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--		3				\$60.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		3				\$60.00		0.00			
		Week: 11/02/20	11/08/20	MT-----		3				\$60.00		0.00			
N 2	KLDO	10/13/20	11/03/20	Daytime M-F Rotator DAYTIME ROS	CM	9a-3p	MTWTF--	:30	11	\$40.00	P-17	0.00	NM	33	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	-TWTF--		11				\$40.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--		9				\$40.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		9				\$40.00		0.00			
		Week: 11/02/20	11/08/20	MT-----		4				\$40.00		0.00			
N 3	KLDO	10/13/20	11/02/20	Early News M-F 1.1 Loca NOTICIAS 27	CM	5p-530p	MTWTF--	:30	2	\$350.00	P-17	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	-TWTF--		2				\$350.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--		2				\$350.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		2				\$350.00		0.00			
		Week: 11/02/20	11/08/20	M-----		1				\$350.00		0.00			
N 4	KLDO	10/13/20	11/02/20		CM	10p-1035p	MTWTF--	:30	1	\$350.00	P-17	0.00	NM	4	\$1,400.00

Order / Rev: 553994  
 Alt Order #: \_\_\_\_\_  
 Flight Dates: 10/13/20 - 11/03/20

Advertiser: Amber Avis Hinojosa for City Council Dist  
 Product Desc: GEN ELECTION 11/3 **KLDO-TV**  
 Estimate: CITY COUNCIL DIST 8

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											
				NOTICIAS 27											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	-TWTF--					1	\$350.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--					1	\$350.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					1	\$350.00		0.00			
		Week: 11/02/20	11/08/20	M-----					1	\$350.00		0.00			
													Totals	56	\$5,890.00

# CONTRACT



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

And: **Campaign to Elect Amber Avis Hinojosa**  
**1802 Houston St.**  
**Laredo, TX 78040**

<u>Contract / Revision</u> 553994 /		<u>Alt Order #</u>
<u>Advertiser</u> Amber Avis Hinojosa for City Council Dist 8		<u>Original Date / Revision</u> 10/14/20 / 10/14/20
<u>Contract Dates</u> 10/13/20 - 11/03/20	<u>Estimate #</u> CITY COUNCIL DIST 8	
<u>Product</u> GEN ELECTION 11/3		
<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 Ref</u> 0012R00002BiSfF	<u>Advertiser Ref</u> 0012R00002BicKz	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KLDO	10/13/20	11/03/20	DEPIERTA AV	6a-10a		:30			NM	12	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/12/20	10/18/20	--WTF--				3	\$60.00			
	Week:	10/19/20	10/25/20	MTWTF--				3	\$60.00			
	Week:	10/26/20	11/01/20	MTWTF--				3	\$60.00			
	Week:	11/02/20	11/08/20	MT-----				3	\$60.00			
N 2	KLDO	10/13/20	11/03/20	DAYTIME ROE	9a-3p		:30			NM	33	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/12/20	10/18/20	-TWTF--				11	\$40.00			
	Week:	10/19/20	10/25/20	MTWTF--				9	\$40.00			
	Week:	10/26/20	11/01/20	MTWTF--				9	\$40.00			
	Week:	11/02/20	11/08/20	MT-----				4	\$40.00			
N 3	KLDO	10/13/20	11/02/20	NOTICIAS 27	5p-530p		:30			NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/12/20	10/18/20	-TWTF--				2	\$350.00			
	Week:	10/19/20	10/25/20	MTWTF--				2	\$350.00			
	Week:	10/26/20	11/01/20	MTWTF--				2	\$350.00			
	Week:	11/02/20	11/08/20	M-----				1	\$350.00			
N 4	KLDO	10/13/20	11/02/20	NOTICIAS 27	10p-1035p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/12/20	10/18/20	-TWTF--				1	\$350.00			
	Week:	10/19/20	10/25/20	MTWTF--				1	\$350.00			
	Week:	10/26/20	11/01/20	MTWTF--				1	\$350.00			
	Week:	11/02/20	11/08/20	M-----				1	\$350.00			
<b>Totals</b>											<b>56</b>	<b>\$5,890.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/20 - 10/25/20	32	\$3,260.00	(\$489.00)	\$2,771.00
10/26/20 - 11/03/20	24	\$2,630.00	(\$394.50)	\$2,235.50
<b>Totals</b>	<b>56</b>	<b>\$5,890.00</b>	<b>(\$883.50)</b>	<b>\$5,006.50</b>

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

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**UNIVISION  
LAREDO**

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

<u>Contract / Revision</u> 553994 /	<u>Alt Order #</u>
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<u>Advertiser</u> Amber Avis Hinojosa for City Council Dist 8	<u>Original Date / Revision</u> 10/14/20 / 10/14/20
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<u>Contract Dates</u> 10/13/20 - 11/03/20	<u>Product</u> GEN ELECTION 11/3	<u>Estimate #</u> CITY COUNCIL DIST 8
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**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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The following provision is a part of the Standard Terms & Conditions of all Entravision Communications Corporation advertising sales agreements effective as of March 1, 2011:

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. These services are subject to Entravision's Terms and Conditions of Advertising and Services, located at [www.entravision.com/termsofsales](http://www.entravision.com/termsofsales).