

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:

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

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: <u>Amber Avis Hinojosa</u> Name: <u>Amber Avis Hinojosa</u> Date of Request to Purchase Ad Time: <u>10/9/2020</u> | Signature: <u>[Signature]</u> Name: <u>JD Puig</u> Date of Station Agreement to Sell Time: <u>10-12-20</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:

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

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.



Amber Hinojosa for CCouncil Dist 8

Book: June 2020 LivePlus3

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 Pulg
 Phone #: 956-727-0027
 Email: jpuig@entravision.com

553994

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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 | |
|-------------------------|-------------|---------------------------------|-------|-------|------|--------------|--------------|---------|--------------------|--|
| KLDO | | | | | | | | | | |
| 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 | | | | | | | | |
| KLDO Totals | | 17 | 15 | 15 | 9 | | | | \$5,890.00 | |
| | | | | | | GRP/(000) | 115.69 | 182.6 | Spts: 56 | |
| | | | | | | CPP/CPM: | \$50.91 | \$32.26 | | |
| | | | | | | Reach: | 47.3 | 47.3 | | |
| | | | | | | Frequency: | 2.4 | 2.4 | | |
| Cost | | \$5,890.00 | | | | | | | | |
| Agency Commission @ 15% | | \$883.50 | | | | | | | Approved by: _____ | |
| Net Cost | | \$5,006.50 | | | | | | | | |

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

Signature: *Amber 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: 10/12/20 / 10/12/20
Order Type: GENERAL

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

Agency Name: Campaign to Elect Amber Avis Hinojo
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
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 |
| Totals | 56 | \$5,890.00 | \$5,006.50 | 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 | 10/13/20 | 11/03/20 | M-F 6a-10a DEPIERTA AMERICA | CM | 6a-10a | MTWTF-- | :30 | 3 | \$60.00 | P-01 | 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-01 | 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 Local NOTICIAS 27 | CM | 5p-530p | MTWTF-- | :30 | 2 | \$350.00 | P-01 | 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-01 | 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 Dis
 Product Desc: GEN ELECTION 11/3
 Estimate: CITY COUNCIL DIST 8

KLDO-TV

| 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

| | | |
|---|---|--|
| <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> 10/12/20 / 10/12/20 |
| <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 | |

And:

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

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|-------|-------------------|-----------------|------------------|----------------|------|--------|-------------------|-------------|------|-----------|-------------------|
| N 1 | KLDO | 10/13/20 | 11/03/20 | DEPIERTA AMERICA | 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 ROS | 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 | | | |
| Totals | | | | | | | | | | | 56 | \$5,890.00 |

| 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 |
| Totals | 56 | \$5,890.00 | (\$883.50) | \$5,006.50 |

(* 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> | <u>Alt Order #</u> |
| 553994 / | |

| | |
|--|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Amber Avis Hinojosa for City Council Dist 8 | 10/12/20 / 10/12/20 |

| | | |
|----------------------------|-------------------|----------------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/13/20 - 11/03/20 | GEN ELECTION 11/3 | CITY COUNCIL DIST 8 |

Signature: _____ **Date:** _____

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