

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Garon J. Derton, 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: <u>Rosie Cuellar</u>
Authorized committee: <u>Campaign to Elect</u>
Agency requesting time (and contact information): <input checked="" type="checkbox"/> N/A
Candidate's political party: <u>Dem</u>
Office sought (no acronyms or abbreviations): <u>Webb City Tax Assesor Collector</u>
Date of election: <u>Runoff</u> <input type="checkbox"/> General <input type="checkbox"/> 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>Garon Derton</u>	Name: <u>J.D. Puig</u>
Date of Request to Purchase Ad Time: <u>6-23-20</u>	Date of Station Agreement to Sell Time: <u>6-23-20</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:

Aaron Derton

Date:

6-23-20

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

Yes

No

Date ad received:

6-23-20

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:

KLDD

Date Received/Requested:

6-23-20

Est. #:

Station Location:

Carredo

Run Start and End Dates:

6/24 - 7/7/20

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.



Rosie Cuellar for Webb Co Tax Assessor-Colin Strother

Author: allison de la garza

Proposal ID: 80425
 Market: LAREDO [184]
 Station: KLDO
 Schedule Date: 6/23/2020 - 7/7/2020
 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

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Flight Dates: 6/23/2020-7/7/2020

Program Time	Spot Length	JN 23	JN 29	JL 6	DMA P18-54 RTG	DMA P18-54 000	Weeks	Rate Spots
KLDO								
All Day Rotator M-F GRPs/Impressions Mo-Fr 9:00a-3:00p	:30	4	4	1	1.1 9.9	1.1 9.9	3	\$55.00 9
NOTICIAS 27 GRPs/Impressions Mo-Fr 5:00p-5:30p	:30	3	3	--	3.6 21.6	3.9 23.4	2	\$450.00 6
PRIME ROS GRPs/Impressions Mo-Fr 6:00p-10:00p	:30	3	4	1	2.6 20.8	2.7 21.6	3	\$160.00 8
NOTICIAS 27 GRPs/Impressions Mo-Fr 10:00p-10:35p	:30	2	2	--	2.5 10	2.6 10.4	2	\$350.00 4
All Day Rotator GRPs/Impressions Mo-Su 6:00a-12:00a	:30	8	8	4	1.5 30	1.6 32	3	\$0.00 20

Total Cost: \$5,875.00
 Agency Commission @ 15% \$881.25
 Net Cost: \$4,993.75

Signature

General Summary (DMA P18-54 D.RTG)

Name	Spots	Cost	Grps	Imp(000)	Reach	Freq	Eff Reach	Net Reach	Pop
KLDO	47	\$5,875.00	92.3	97.3	39.8	2.3	20.4	42,608	107,027

CONTRACT



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

<u>Contract / Revision</u> 535974 /	<u>Alt Order #</u>
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<u>Advertiser</u> Rosie Cuellar for Webb Co Tax Assessor	<u>Original Date / Revision</u> 06/23/20 / 06/23/20
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<u>Contract Dates</u> 06/24/20 - 07/07/20	<u>Estimate #</u>
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<u>Product</u>

And:

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

<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
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<u>Property</u> KLDO-TV	<u>Account Executive</u> Allison DeLaGarza	<u>Sales Office</u> Laredo
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<u>Special Handling</u>

<u>Demographic</u> Households

<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
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<u>Agency Ref</u>	<u>Advertiser Ref</u>
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KLDO	06/24/20	07/07/20	M-F 9a-3p	9a-3p		:30			NM	9	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/22/20	06/28/20	--WTF--				4	\$55.00			
	Week:	06/29/20	07/05/20	MTWTF--				4	\$55.00			
	Week:	07/06/20	07/12/20	MT-----				1	\$55.00			
N 2	KLDO	06/24/20	07/07/20	M-F Early Local News	5p-530p		:30			NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/22/20	06/28/20	--WTF--				3	\$450.00			
	Week:	06/29/20	07/05/20	MTWTF--				3	\$450.00			
	Week:	07/06/20	07/12/20	-----				0	\$0.00			
N 3	KLDO	06/24/20	07/07/20	M-F 6p-10p	6p-10p		:30			NM	8	\$1,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/22/20	06/28/20	--WTF--				3	\$160.00			
	Week:	06/29/20	07/05/20	MTWTF--				4	\$160.00			
	Week:	07/06/20	07/12/20	MT-----				1	\$160.00			
N 4	KLDO	06/24/20	07/07/20	M-F Late Local News	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:	06/22/20	06/28/20	--WTF--				2	\$350.00			
	Week:	06/29/20	07/05/20	MTWTF--				2	\$350.00			
	Week:	07/06/20	07/12/20	-----				0	\$0.00			
N 5	KLDO	06/24/20	07/07/20	M-Su 6a-12a ROS	6a-12a		:30			NM	20	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/22/20	06/28/20	--WTFSS				8	\$0.00			
	Week:	06/29/20	07/05/20	MTWTFSS				8	\$0.00			
	Week:	07/06/20	07/12/20	MT-----				4	\$0.00			
Totals											47	\$5,875.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/01/20 -06/28/20	20	\$2,750.00	(\$412.50)	\$2,337.50
06/29/20 -07/07/20	27	\$3,125.00	(\$468.75)	\$2,656.25
Totals	47	\$5,875.00	(\$881.25)	\$4,993.75

(* 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>
535974 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Rosie Cuellar for Webb Co Tax Assessor	06/23/20 / 06/23/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
06/24/20 - 07/07/20		

Signature: _____ **Date:** _____

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

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ORDER



UNIVISION
LAREDO
KLDO-TV

Orders
Order / Rev: 535974
Alt Order #: _____
Product Desc: _____
Estimate: _____
Flight Dates: 06/24/20 - 07/07/20
Original Date / Rev: 06/23/20 / 06/23/20
Order Type: GENERAL

Primary AE: Allison DeLaGarza
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 Asses:
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
06/01/20	06/28/20	20	\$2,750.00	\$2,337.50
06/29/20	07/07/20	27	\$3,125.00	\$2,656.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	20	\$2,750.00	\$2,337.50	0.00
July 2020	27	\$3,125.00	\$2,656.25	0.00
Totals	47	\$5,875.00	\$4,993.75	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	06/24/20	07/07/20	Daytime M-F Rotator M-F 9a-3p	CM	9a-3p	MTWTF--	:30	4	\$55.00	P-01	0.00	NM	9	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/22/20	06/28/20	--WTF--		4				\$55.00		0.00			
		Week: 06/29/20	07/05/20	MTWTF--		4				\$55.00		0.00			
		Week: 07/06/20	07/12/20	MT-----		1				\$55.00		0.00			
N 2	KLDO	06/24/20	07/07/20	Early News M-F 1.1 Local M-F Early Local News	CM	5p-530p	MTWTF--	:30	3	\$450.00	P-01	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/22/20	06/28/20	--WTF--		3				\$450.00		0.00			
		Week: 06/29/20	07/05/20	MTWTF--		3				\$450.00		0.00			
		Week: 07/06/20	07/12/20	-----		0				\$0.00		0.00			
N 3	KLDO	06/24/20	07/07/20	M-F Prime Rotator M-F 6p-10p	CM	6p-10p	MTWTF--	:30	4	\$160.00	P-01	0.00	NM	8	\$1,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/22/20	06/28/20	--WTF--		3				\$160.00		0.00			
		Week: 06/29/20	07/05/20	MTWTF--		4				\$160.00		0.00			
		Week: 07/06/20	07/12/20	MT-----		1				\$160.00		0.00			
N 4	KLDO	06/24/20	07/07/20	Late News M-F 1.1 Local M-F Late Local News	CM	10p-1035p	MTWTF--	:30	2	\$350.00	P-01	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/22/20	06/28/20	--WTF--		2				\$350.00		0.00			

Order / Rev: 535974
 Alt Order #:
 Flight Dates: 06/24/20 - 07/07/20

Advertiser: Rosie Cuellar for Webb Co Tax Assesso
 Product Desc:
 Estimate:

KLDO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/29/20	07/05/20	MTWTF--					2	\$350.00		0.00			
		Week: 07/06/20	07/12/20	-----					0	\$0.00		0.00			
N 5	KLDO	06/24/20	07/07/20	M-Su 6a-12a ROS M-Su 6a-12a ROS	CM	6a-12a	MTWTFSS	:30	8	\$0.00	P-01	0.00	NM	20	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/22/20	06/28/20	--WTFSS					8	\$0.00		0.00			
		Week: 06/29/20	07/05/20	MTWTFSS					8	\$0.00		0.00			
		Week: 07/06/20	07/12/20	MT-----					4	\$0.00		0.00			
Totals													47	\$5,875.00	