

## 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**

<b>Station and Location:</b> <i>Entravision Laredo</i>	<b>Date:</b> <i>2-13-20</i>
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I, *Patty Kirby*  
 being/on behalf of: *Martin Cuellas*  
 a legally qualified candidate of the *Democrat*  
 political party for the office of: *Sheriff*  
 in the *Primary*  
 election to be held on: \_\_\_\_\_

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See attached</i>					

**Attach proposed schedule with charges (if available):**

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

Madison Avenue

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:

Eduardo Lopez

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**

2/12/20

Date

Patricia Kirby

Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

J. D. Puig

Signature

J. D. Puig

Printed Name

SVP

Title



Cuellar, Martin for Webb County Sheriff

Author: JEANNETTE PUIG

Proposal ID: 77603  
 Station: KLDO  
 Schedule Date: 2/13/2020 - 3/2/2020  
 Advertiser: Cuellar, Martin for Webb County Sheriff  
 Product: Candidates  
 Agency: Madison Avenue Marketing Agency  
 Spot Length(s): :30

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/termsales, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

Program Time	Spot Length	FE				MR	DMA P18+ RTG	W k s	Rate Spots
		13	17	24	2				
<b>Flight Dates: 2/13/2020-3/2/2020</b>									
<b>KLDO</b>									
NOTICIAS 27	:30	--	1	1	1	5.40			
GRPs/Impressions						16.2		3	\$500.00
CPP/CPM						\$92.59			3
Mo-Fr 5:00p-5:30p									Run Dates: 3/24/2014-12/31/2036
NOTICIAS 27	:30	--	--	1	--	3.27			
GRPs/Impressions						3.27		1	\$600.00
CPP/CPM						\$183.49			1
Mo-Fr 10:00p-10:35p									Run Dates: 3/24/2014-12/31/2036
PREMIO LO NUESTRO	:30	--	1	--	--	3.07			
GRPs/Impressions						3.07		1	\$425.00
CPP/CPM						\$138.44			1
Thu 7:00p-10:00p									Run Dates: 2/20/2020-2/20/2020
SABADO FUTBELERO LIGA MX	:30	1	--	--	--	1.21			
GRPs/Impressions						1.21		1	\$155.00
CPP/CPM						\$128.10			1
Sat 9:00p-11:00p									Run Dates: 6/26/2018-12/31/2036
SABADO FUTBELERO LIGA MX	:30	--	1	1	--	1.21			
GRPs/Impressions						2.42		2	\$160.00
CPP/CPM						\$132.23			2
Sat 9:00p-11:00p									Run Dates: 6/26/2018-12/31/2036

**Total Cost: \$3,000.00**  
**Agency Commission @ 15% \$450.00**  
**Net Cost: \$2,550.00**

Signature: *Patricia Kirby*

# ORDER



**UNIVISION  
LAREDO**  
KLDO-TV

**Orders**  
**Order / Rev:** 516110  
**Alt Order #:**  
**Product Desc:** Martin Cuellar For Sheriff  
**Estimate:**  
**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:** Cuellar, Martin for Webb County Sherif  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL

**New Business Thru:** 08/03/16  
**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	4	\$1,240.00	\$1,054.00
02/24/20	03/02/20	4	\$1,760.00	\$1,496.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	4	\$1,240.00	\$1,054.00	0.00
March 2020	4	\$1,760.00	\$1,496.00	0.00
<b>Totals</b>	<b>8</b>	<b>\$3,000.00</b>	<b>\$2,550.00</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	02/17/20	03/02/20	Early News M-F 1.1 LocalCM M-F Early Local News	CM	5p-530p	MTWTF--	:30	1	\$500.00	P-01	0.00	NM	3	\$1,500.00
		<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	MTWTF--		1				\$500.00		0.00			
		Week: 02/24/20	03/01/20	MTWTF--		1				\$500.00		0.00			
		Week: 03/02/20	03/08/20	M-----		1				\$500.00		0.00			
N 2	KLDO	02/24/20	03/01/20	Late News M-F 1.1 LocalCM M-F Late Local News	CM	10p-1035p	MTWTF--	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/24/20	03/01/20	MTWTF--		1				\$600.00		0.00			
N 3	KLDO	02/20/20	02/20/20	Premio lo Nuestro Premio lo Nuestro	CM	7:00 PM-10:00 PM (7:00 PM-10:00 PM)	---T---	:30	1	\$425.00	P-01	0.00	NM	1	\$425.00
		<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	---T---		1				\$425.00		0.00			
N 4	KLDO	02/15/20	02/15/20	Futbol Liga MX Futbol Liga MX	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	-----S-	:30	1	\$155.00	P-01	0.00	NM	1	\$155.00
		<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	-----S-		1				\$155.00		0.00			
N 5	KLDO	02/17/20	03/01/20	Futbol Liga MX Futbol Liga MX	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	-----S-	:30	1	\$160.00	P-01	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 516110  
 Alt Order #:  
 Flight Dates: 02/13/20 - 03/02/20

Advertiser: Cuellar, Martin for Webb County Sheriff's  
 Product Desc: Martin Cuellar For Sheriff  
 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: 02/17/20	02/23/20	-----S-	1	\$160.00	0.00								
		Week: 02/24/20	03/01/20	-----S-	1	\$160.00	0.00								
													Totals	8	\$3,000.00

# CONTRACT



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

Contract / Revision 516110 /		Alt Order #
Advertiser Cuellar, Martin for Webb County Sheriff's Office		Original Date / Revision 02/12/20 / 02/12/20
Contract Dates 02/13/20 - 03/02/20	Estimate #	
Product Martin Cuellar For Sheriff		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KLDO-TV	Account Executive Laredo House	Sales Office Laredo
Special Handling		
Demographic Households		
Agy 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	02/17/20	03/02/20	M-F Early Local	5p-530p		:30			NM	3	\$1,500.00
		<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--				1	\$500.00			
Week:		02/24/20	03/01/20	MTWTF--				1	\$500.00			
Week:		03/02/20	03/08/20	M-----				1	\$500.00			
N 2	KLDO	02/24/20	03/01/20	M-F Late Local	10p-1035p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				1	\$600.00			
N 3	KLDO	02/20/20	02/20/20	Premio lo Nues	7:00 PM-10:00 PM		:30			NM	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			
N 4	KLDO	02/15/20	02/15/20	Futbol Liga MX	9:00 PM-11:00 PM		:30			NM	1	\$155.00
		<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	-----S-				1	\$155.00			
N 5	KLDO	02/17/20	03/01/20	Futbol Liga MX	9:00 PM-11:00 PM		:30			NM	2	\$320.00
		<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	-----S-				1	\$160.00			
Week:		02/24/20	03/01/20	-----S-				1	\$160.00			
<b>Totals</b>											8	\$3,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/27/20 - 02/23/20	4	\$1,240.00	(\$186.00)	\$1,054.00
02/24/20 - 03/02/20	4	\$1,760.00	(\$264.00)	\$1,496.00
<b>Totals</b>	8	\$3,000.00	(\$450.00)	\$2,550.00

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

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

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