

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, The Davis Group, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Alberto Torres Jr.

Authorized committee:

City of Laredo - District IV

Agency requesting time (and contact information):

N/A The Davis Group, Yolanda Gonzales, 512-851-8500

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

Webb County - City Council District IV

Date of election:

November 3, 2020

General

Primary

Treasurer of candidate's authorized committee:

Dr. Martha E. Villarreal

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:

Yolanda Gonzales

Digitally signed by Yolanda Gonzales
DN: cn=Yolanda Gonzales, o=The Davis Group, ou, email=ygonzales@thedavisgroup.com, c=US
Date: 2020.10.02 11:02:42 -0500

Name: Yolanda Gonzales

Signature:

Name:

Date of Station Agreement to Sell Time:

10-2-20

Date of Request to Purchase Ad Time: 10/02/2020

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 #:	552698	Station Call Letters:	KLDO	Date Received/Requested:	10-2-20
Est. #:	2309	Station Location:	Laredo	Run Start and End Dates:	10/12 - 11/2

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.

Revision, Version 3

Agency: The Davis Group, Inc. **Station:** KLDO-TV **Flight Start:** 10/12/2020
Office: Austin **Order Type:** Normal **Flight End:** 11/08/2020
Client: 213 - Alberto Torres for City Council **Cancel Date:** **Hiatus:**
 Dist. 4
Product: 356 - Alberto Torres for City Council
 Dist. 4

Piggyback Product:
Estimate: 2309 - Alberto Torres for City Council **Received in ePort:** 10/2/2020 11:29:42 AM
 Council Dist. 4 TV

Primary Demo: A25-54 **Local/National:** Local **Airtime Dollars:** \$12,400.00
Demo 2: **Rep Office:** KLDO-TV **Interactive Dollars:** \$0.00
Demo 3: **AE:** Jeannette Puig **Non-Airtime Dollars:** \$0.00
GRP: 111.84 **Phone:** 10028888 **Total Dollars:** \$12,400.00
CPP: \$110.87 **OrderID:** **Total Spots:** 33
GIMP: 0 **Status:** Revised Pending Review
CPM: \$0.00 **MarketShare:**

Comments: Separation: 30
Terms of Sale: CANCELLATION TERMS:
 Contracts of two consecutive weeks or less are not cancelable. Contracts are subject to cancellation upon two weeks prior notice, but no such cancellation shall be effective until two Broadcast weeks have run.

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	Spots							A25-54			
						10/12	10/19	10/26	11/2	Total Spots	Rtg	CPP	Imp	CPM		
1	MTuWThF 5P-5:30P NOTICIAS 27	EN	\$400.00	C	30	5	5	5	0	0	0	0	15	4.00	\$100.00	
2	MTu 5P-5:30P NOTICIAS 27	EN	\$400.00	C	30	0	0	0	2	0	0	0	2	4.00	\$100.00	
3	MTuWThF 10P-10:35P NOTICIAS 27	LN	\$350.00	C	30	5	5	5	0	0	0	0	15	2.74	\$127.74	
4	M 10P-10:35P NOTICIAS 27	LN	\$350.00	C	30	0	0	0	1	0	0	0	1	2.74	\$127.74	
Total Spots:						10	10	10	3	33.7	33.7	10.7				

Cash\$ - Spots: \$12,400.00 - 33 **Trade\$ - Spots:** \$0.00 - 0 **Total Cost:** \$12,400.00 **Total GRP - CPP:** 111.8 - \$110.87 **Total GIMP(000) - CPM:** 0 - \$0.00

ORDER



UNIVISION
LAREDO
KLDO-TV

Orders
Order / Rev: 552698
Alt Order #:
Product Desc: 356 - ALBERTO TORRES FOR CITY CO
Estimate: 2309 - ALBERTO TORRES FOR CITY CO
Flight Dates: 10/12/20 - 11/08/20
Original Date / Rev: 10/02/20 / 10/02/20
Order Type: GENERAL

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

Agency Name: Davis Group, Inc
Buying Contact:
Billing Contact:
 3800 N Lamar Ste 200
 Austin, TX 78756

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

Advertiser Name: Alberto Torres for City Council Dist 4
Demographic: HH
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: GEN
Revenue Code 3: POL

New Business Thru:
Advertiser External ID:
Agency External ID: 001E00000jNaLqIAK
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	20	\$7,500.00	\$6,375.00
10/26/20	11/03/20	13	\$4,900.00	\$4,165.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	20	\$7,500.00	\$6,375.00	67.40
November 2020	13	\$4,900.00	\$4,165.00	41.70
Totals	33	\$12,400.00	\$10,540.00	109.10

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	10/12/20	11/01/20	Early News M-F 1.1 Local	M	5p-530p	11111--	:30	5	\$400.00	P-01	4.00	NM	15	\$6,000.00
				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	11111--		5				\$400.00		4.00			
		Week: 10/19/20	10/25/20	11111--		5				\$400.00		4.00			
		Week: 10/26/20	11/01/20	11111--		5				\$400.00		4.00			
N 2	KLDO	11/02/20	11/03/20	Early News M-F 1.1 Local	M	5p-530p	11-----	:30	2	\$400.00	P-01	4.00	NM	2	\$800.00
				NOTICIAS 27											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/20	11/08/20	11-----		2				\$400.00		4.00			
N 3	KLDO	10/12/20	11/01/20	Late News M-F 1.1 Local	M	10p-1035p	11111--	:30	5	\$350.00	P-01	2.74	NM	15	\$5,250.00
				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	11111--		5				\$350.00		2.74			
		Week: 10/19/20	10/25/20	11111--		5				\$350.00		2.74			
		Week: 10/26/20	11/01/20	11111--		5				\$350.00		2.74			
N 4	KLDO	11/02/20	11/02/20	Late News M-F 1.1 Local	M	10p-1035p	M-----	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
				NOTICIAS 27											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/20	11/08/20	M-----		1				\$350.00		0.00			

Totals 33 \$12,400.00

CONTRACT



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

<u>Contract / Revision</u> 552698 /		<u>Alt Order #</u>
<u>Advertiser</u> Alberto Torres for City Council Dist 4		<u>Original Date / Revision</u> 10/02/20 / 10/02/20
<u>Contract Dates</u> 10/12/20 - 11/08/20	<u>Estimate #</u> 2309 - ALBERTO TORR	
<u>Product</u> 356 - ALBERTO TORRES FOR CITY COUNCIL DIST 4		
<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>Total Ratings</u> 109.10
<u>Agcy Code</u> 9913032	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 001E00000jNaLqIAK	<u>Advertiser Ref</u>	

And:

Davis Group, Inc
4201 Bee Caves Rd., Ste. C-101
Austin, TX 78746

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
N 1	KLDO	10/12/20	11/01/20	NOTICIAS 27	5p-530p		:30				NM	15	\$6,000.00	
		<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	11111--				5	\$400.00	4.00				
	Week:	10/19/20	10/25/20	11111--				5	\$400.00	4.00				
	Week:	10/26/20	11/01/20	11111--				5	\$400.00	4.00				
N 2	KLDO	11/02/20	11/03/20	NOTICIAS 27	5p-530p		:30				NM	2	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
	Week:	11/02/20	11/08/20	11-----				2	\$400.00	4.00				
N 3	KLDO	10/12/20	11/01/20	NOTICIAS 27	10p-1035p		:30				NM	15	\$5,250.00	
		<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	11111--				5	\$350.00	2.74				
	Week:	10/19/20	10/25/20	11111--				5	\$350.00	2.74				
	Week:	10/26/20	11/01/20	11111--				5	\$350.00	2.74				
N 4	KLDO	11/02/20	11/02/20	NOTICIAS 27	10p-1035p		:30				NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
	Week:	11/02/20	11/08/20	M-----				1	\$350.00	0.00				
Totals												109.10	33	\$12,400.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/20 - 10/25/20	20	\$7,500.00	(\$1,125.00)	\$6,375.00
10/26/20 - 11/03/20	13	\$4,900.00	(\$735.00)	\$4,165.00
Totals	33	\$12,400.00	(\$1,860.00)	\$10,540.00

Signature: _____ **Date:** _____

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

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