

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, George M. Beckelhymer, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➔

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

George M. Beckelhymer

Authorized committee:

Agency requesting time (and contact information):

N/A

Candidate's political party:

Office sought (no acronyms or abbreviations):

Laredo City Council District 5

Date of election:

November 3, 2020

General

Primary

Treasurer of candidate's authorized committee:

Jennifer Beckelhymer

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

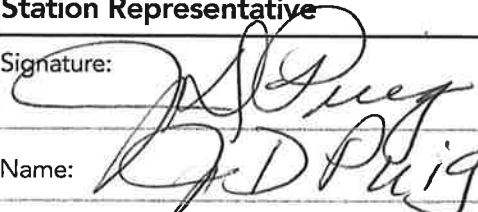
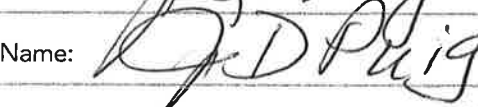
the candidate listed above who is a legally qualified candidate, or

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: George M. Beckelhymer <small>Digitally signed by George M. Beckelhymer Date: 2020.10.19 11:28:45 -05'00'</small>	Signature: 
Name: George M. Beckelhymer	Name: 
Date of Request to Purchase Ad Time: October 19, 2020	Date of Station Agreement to Sell Time: 10-19-20

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 #: <i>555 108</i>	Station Call Letters: <i>KLDO</i>	Date Received/Requested: <i>10-19-20</i>
Est. #: <i>General Elec</i>	Station Location: <i>Laredo</i>	Run Start and End Dates: <i>10-19-20</i>

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: 82777
 Market: LAREDO [184]
 Station: KLDO
 Schedule Date: 10/19/2020 - 11/2/2020
 Agency: &Barr
 Spot Length(s): :30
 Book: October 2019 LivePlus
 Report: Planner
 Author: JEANNETTE PUIG

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

Flight Dates: 10/19/2020-11/2/2020

Program Time	Spot Length	OC 19	OC 26	NO 2	DMA P18+ RTG	DMA P18+ 000	Weeks	Rate Spots
KLDO								
NOTICIERO UNIVISION-DIGITAL	:30	2	1	--	1.87	3.0	2	\$40.00
GRPs/Impressions					5.61	9.00		3
SHR					12.6	12.6		
CPP/CPM					\$21.39	\$13.33		
Mo-Fr 11:00a-11:30a					Run Dates: 3/24/2014-12/28/2036			
NOTICIAS 27	:30	3	2	--	5.40	8.5	2	\$350.00
GRPs/Impressions					27.00	42.50		5
SHR					22.4	22.4		
CPP/CPM					\$64.81	\$41.18		
Mo-Fr 5:00p-5:30p					Run Dates: 3/24/2014-12/31/2036			
Cost					\$1,870.00			
Agency Commission @ 15%					\$280.50		Approved by: _____	
Net Cost					\$1,589.50			
KXOF								
WORLD SERIES GM 1	:30	1	--	--	9.87	15.6	1	\$300.00
GRPs/Impressions					9.87	15.60		1
SHR					25.4	25.4		
CPP/CPM					\$30.40	\$19.23		
Tue 7:00p-10:00p					Run Dates: 10/19/2020-10/25/2020			
FOX NFL:COWBOYS @ REDSKINS	:30	1	--	--	11.26	17.8	1	\$800.00
GRPs/Impressions					11.26	17.80		1
SHR					29.1	29.1		
CPP/CPM					\$71.05	\$44.94		
Sun 12:00p-3:30p					Run Dates: 10/19/2020-10/25/2020			
Cost					\$1,100.00			
Agency Commission @ 15%					\$165.00		Approved by: _____	
Net Cost					\$935.00			

Total Cost:	\$2,970.00	
Agency Commission @ 15%	\$445.50	
Net Cost:	\$2,524.50	Signature <u>G. Beckelhymer</u>



Proposal ID: 82777
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General Summary (DMA P18+ D.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KLDO	8	\$1,870.00	32.61	51.5	22.7	1.4	6.3	\$57.34	\$36.31	35,849	157,810
KXOF	2	\$1,100.00	21.13	33.4	19.2	1.1	0.0	\$52.06	\$32.93	30,372	157,810
LAREDO	10	\$2,970.00	53.74	84.9	37.6	1.4	11.4	\$55.27	\$34.98	59,322	157,810

Station Summary (DMA P18+ D.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KLDO	8	80%	\$1,870.00	63%	32.61	61%	51.5	22.7	1.4	6.3	\$57.34	\$36.31	35,849	157,810
KXOF	2	20%	\$1,100.00	37%	21.13	39%	33.4	19.2	1.1	0.0	\$52.06	\$32.93	30,372	157,810
Total (DMA P18+)	10	100%	\$2,970.00	100%	53.74	100%	84.9	37.6	1.4	11.4	\$55.27	\$34.98	59,322	157,810

ORDER



UNIVISION
LAREDO
KLDO-TV

Orders
Order / Rev: 555108
Alt Order #: _____
Product Desc: GEN ELECTION
Estimate: GEN ELECTION
Flight Dates: 10/19/20 - 11/01/20
Original Date / Rev: 10/19/20 / 10/19/20
Order Type: GENERAL

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

Agency
Name: Campaign to Elect George Beckelhymer
Buying Contact: _____
Billing Contact: _____
4001 McPherson #202
Laredo, TX 78041

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

Advertiser
Name: George Beckelhymer 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: _____
Agency External ID: 0012R00002Bj60D
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	5	\$1,130.00	\$960.50
10/26/20	10/30/20	3	\$740.00	\$629.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	5	\$1,130.00	\$960.50	0.00
November 2020	3	\$740.00	\$629.00	0.00
Totals	8	\$1,870.00	\$1,589.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laredo House			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	10/19/20	11/01/20	Daytime M-F Hour 3.1	CM	11a-1130a	MTWTF--	:30	2	\$40.00	P-17	0.00	NM	3	\$120.00
NOTICIERO UNI DIGITAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--		2				\$40.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		1				\$40.00		0.00			
N 2	KLDO	10/19/20	11/01/20	Early News M-F 1.1 Local	CM	5p-530p	MTWTF--	:30	3	\$350.00	P-17	0.00	NM	5	\$1,750.00
NOTICIAS 27															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	MTWTF--		3				\$350.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		2				\$350.00		0.00			
Totals														8	\$1,870.00

CONTRACT



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

<u>Contract / Revision</u> 555108 /		<u>Alt Order #</u>
<u>Advertiser</u> George Beckelhymer for City Council		<u>Original Date / Revision</u> 10/19/20 / 10/19/20
<u>Contract Dates</u> 10/19/20 - 11/01/20	<u>Estimate #</u> GEN ELECTION	
<u>Product</u> GEN ELECTION		
<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 Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 0012R00002Bj60D		<u>Advertiser Ref</u>

And:

Campaign to Elect George Beckelhymer
4001 McPherson #202
Laredo, TX 78041

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KLDO	10/19/20	11/01/20	NOTICIERO UNI DIGITAL	11a-1130a		:30			NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/20	10/25/20	-TWTF--				2	\$40.00			
		Week: 10/26/20	11/01/20	MTWTF--				1	\$40.00			
N 2	KLDO	10/19/20	11/01/20	NOTICIAS 27	5p-530p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/19/20	10/25/20	MTWTF--				3	\$350.00			
		Week: 10/26/20	11/01/20	MTWTF--				2	\$350.00			
Totals											8	\$1,870.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/20 - 10/25/20	5	\$1,130.00	(\$169.50)	\$960.50
10/26/20 - 10/30/20	3	\$740.00	(\$111.00)	\$629.00
Totals	8	\$1,870.00	(\$280.50)	\$1,589.50

Signature: _____ **Date:** _____

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

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