

**Entravision Political Public File  
Legally Qualified Candidate Advertisement**

What is the name of the legally-qualified candidate? <p style="text-align: center; font-size: 1.5em;"><i>Yes</i></p>
What office is the candidate running for? <p style="text-align: center; font-size: 1.5em;"><i>Webb County Sheriff</i></p>
What is the date of the election? <p style="text-align: center; font-size: 1.5em;"><i>Mar 3rd, 2020</i></p>
The election is a: <input checked="" type="checkbox"/> primary <input type="checkbox"/> general election <input type="checkbox"/> special election <input type="checkbox"/> run-off election
What is the name, address, and phone number of the contact person for the candidate and/or the candidate's authorized committee:  Name: <i>Gatty Kirby</i> Agency: <i>Madison Ave</i> Address: <i>6999 McPherson Rd</i>  Phone number: .
What is the name of the Treasurer of the candidate's authorized committee? <i>*</i> Name:  Phone number:
Did the candidate or authorized committee submit a copy of NAB PB-18 with the ad?*
<p style="font-size: 1.5em;"><i>yes</i></p>

If this a federal candidate, did the candidate certify on PB-18 that he or she would not refer to an opposing candidate unless her or she complied with the "enhanced disclosure" requirements (see candidate section of form, at page 3)? *no*

Disposition of Request:

- granted
- denied \_\_\_\_\_ (reason)
- withdrawn \_\_\_\_\_ (reason)
- other \_\_\_\_\_ (describe)

Name of Entravision Employee Completing Form:

*Jeannette A. Ruiz*

\*Entravision must post a complete Form PB-18, or a form with equivalent information, in connection with any candidate ad buy. Entravision also must post the final order or invoice demonstrating when the ads actually aired.

## 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> KLDD / KXOF Laredo, TX	<b>Date:</b> 1/29/20
--	-------------------------

I, Patty Kirby,

being/on behalf of: Martin Cuellar,

a legally qualified candidate of the Democratic

political party for the office of: Sheriff

in the County of Webb

election to be held on: March 3, 2020

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30 sec & Bookends	Daytime, Prime, News, Sports	M-Sun		Daily	4

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

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

Madison Avenue Marketing Agency

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 Chapa

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**

1/29/20                      Patty Kirby  
Date                                      Signature

**To Be Signed By Station Representative**

Accepted                       Accepted in Part                       Rejected  
JDPuig                      JDPuig                      SVP  
Signature                      Printed Name                      Title

# ORDER



**UNIVISION**  
**LAREDO**  
**KLDO-TV**

**Orders**  
**Order / Rev:** 512636  
**Alt Order #:**  
**Product Desc:** Martin Cuellar For Sheriff  
**Estimate:**  
**Flight Dates:** 02/03/20 - 03/08/20  
**Original Date / Rev:** 01/28/20 / 01/28/20  
**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 Sheri  
**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	19	\$5,180.00	\$4,403.00
02/24/20	03/06/20	21	\$3,510.00	\$2,983.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	19	\$5,180.00	\$4,403.00	0.00
March 2020	21	\$3,510.00	\$2,983.50	0.00
<b>Totals</b>	<b>40</b>	<b>\$8,690.00</b>	<b>\$7,386.50</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	02/03/20	03/08/20	Early News M-F 1.1 Local	CM	5:00 PM-5:30 PM	MTWTF--	:30	3	\$350.00	P-01	0.00	NM	15	\$5,250.00
				M-F Early Local News		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/03/20	02/09/20	MTWTF--		3				\$350.00		0.00			
		Week: 02/10/20	02/16/20	MTWTF--		3				\$350.00		0.00			
		Week: 02/17/20	02/23/20	MTWTF--		4				\$350.00		0.00			
		Week: 02/24/20	03/01/20	MTWTF--		4				\$350.00		0.00			
		Week: 03/02/20	03/08/20	MTWTF--		1				\$350.00		0.00			
N 2	KLDO	02/03/20	03/08/20	M-Su Prime Rotator	CM	6:00 PM-10:00 PM	MTWTF--	:30	2	\$140.00	P-01	0.00	NM	12	\$1,680.00
				M-Su 6p-10p		(6:00 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/03/20	02/09/20	MTWTF--		2				\$140.00		0.00			
		Week: 02/10/20	02/16/20	MTWTF--		2				\$140.00		0.00			
		Week: 02/17/20	02/23/20	MTWTF--		3				\$140.00		0.00			
		Week: 02/24/20	03/01/20	MTWTF--		3				\$140.00		0.00			
		Week: 03/02/20	03/08/20	MTWTF--		2				\$140.00		0.00			
N 3	KLDO	02/10/20	03/08/20	Late News M-F 1.1 Local	CM	10:00 PM-10:30 PM	PMTWTF--	:30	1	\$350.00	P-01	0.00	NM	4	\$1,400.00
				M-F Late Local News		(10:00 PM-10:30 PM)									
		<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	MTWTF--		1				\$350.00		0.00			
		Week: 02/17/20	02/23/20	MTWTF--		1				\$350.00		0.00			
		Week: 02/24/20	03/01/20	MTWTF--		1				\$350.00		0.00			

Order / Rev: 512636  
 Alt Order #:  
 Flight Dates: 02/03/20 - 03/08/20

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: 03/02/20	03/08/20	MTWTF--		1				\$350.00		0.00			
N 4	KLDO	03/02/20	03/08/20	Daytime M-F Rotator M-F 9a-3p	CM	9:00 AM-3:00 PM (9:00 AM-3:00 PM)	MT-----	:30	9	\$40.00	P-01	0.00	NM	9	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/02/20	03/08/20	MT-----		9				\$40.00		0.00			
Totals													40	\$8,690.00	

# CONTRACT



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

<u>Contract / Revision</u> 512636 /		<u>Alt Order #</u>
<u>Advertiser</u> Cuellar, Martin for Webb County Sheriff's Off		<u>Original Date / Revision</u> 01/28/20 / 01/28/20
<u>Contract Dates</u> 02/03/20 - 03/08/20	<u>Estimate #</u>	
<u>Product</u> Martin Cuellar For Sheriff		
<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>	<u>Advertiser Ref</u>	

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	02/03/20	03/08/20	M-F Early Local News	5:00 PM-5:30 PM		:30			NM	15	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/03/20	02/09/20	MTWTF--				3	\$350.00			
	Week:	02/10/20	02/16/20	MTWTF--				3	\$350.00			
	Week:	02/17/20	02/23/20	MTWTF--				4	\$350.00			
	Week:	02/24/20	03/01/20	MTWTF--				4	\$350.00			
	Week:	03/02/20	03/08/20	MTWTF--				1	\$350.00			
N 2	KLDO	02/03/20	03/08/20	M-Su 6p-10p	6:00 PM-10:00 PM		:30			NM	12	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/03/20	02/09/20	MTWTF--				2	\$140.00			
	Week:	02/10/20	02/16/20	MTWTF--				2	\$140.00			
	Week:	02/17/20	02/23/20	MTWTF--				3	\$140.00			
	Week:	02/24/20	03/01/20	MTWTF--				3	\$140.00			
	Week:	03/02/20	03/08/20	MTWTF--				2	\$140.00			
N 3	KLDO	02/10/20	03/08/20	M-F Late Local News	10:00 PM-10:30 PM		: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:	02/10/20	02/16/20	MTWTF--				1	\$350.00			
	Week:	02/17/20	02/23/20	MTWTF--				1	\$350.00			
	Week:	02/24/20	03/01/20	MTWTF--				1	\$350.00			
	Week:	03/02/20	03/08/20	MTWTF--				1	\$350.00			
N 4	KLDO	03/02/20	03/08/20	M-F 9a-3p	9:00 AM-3:00 PM		:30			NM	9	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	03/02/20	03/08/20	MT-----				9	\$40.00			
<b>Totals</b>											<b>40</b>	<b>\$8,690.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/27/20 - 02/23/20	19	\$5,180.00	(\$777.00)	\$4,403.00
02/24/20 - 03/06/20	21	\$3,510.00	(\$526.50)	\$2,983.50
<b>Totals</b>	<b>40</b>	<b>\$8,690.00</b>	<b>(\$1,303.50)</b>	<b>\$7,386.50</b>

(\* 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](http://www.entravision.com/termsandsales), constitutes a legally binding and enforceable agreement between Entravision and the client listed above.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
512636 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Cuellar, Martin for Webb County Sheriff's Off	01/28/20 / 01/28/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
02/03/20 - 03/08/20	Martin Cuellar For Sherif	

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

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The following provision is a part of the Standard Terms & Conditions of all Entravision Communications Corporation advertising sales agreements effective as of March 1, 2011:

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# ORDER



**Orders**  
**Order / Rev:** 512624  
**Alt Order #:**  
**Product Desc:** Cuellar Martin For Webb County Sheriffs  
**Estimate:**  
**Flight Dates:** 01/28/20 - 02/02/20  
**Original Date / Rev:** 01/28/20 / 01/28/20  
**Order Type:** GENERAL

**KXOF-TV**  
**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 Sheri  
**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	02/02/20	6	\$1,300.00	\$1,105.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	6	\$1,300.00	\$1,105.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$1,300.00</b>	<b>\$1,105.00</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	KXOF	01/28/20	02/02/20	NFL Super Bowl Pregame 1	GM	11:00 AM-12:00 PM	-----S	:30	2	\$100.00	P-01	0.00	NM	2	\$200.00
				NFL Super Bowl Pregame 2		(11:00 AM-12:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/27/20	02/02/20	-----S		2				\$100.00		0.00			
N 2	KXOF	01/28/20	02/02/20	NFL Super Bowl Pregame 2	GM	12:00 PM-1:00 PM	-----S	:30	2	\$250.00	P-01	0.00	NM	2	\$500.00
				Fox Super Bowl Kickoff		(12:00 PM-1:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/27/20	02/02/20	-----S		2				\$250.00		0.00			
N 3	KXOF	01/28/20	02/02/20	NFL Super Bowl Pregame 2	GM	1:00 PM-5:30 PM	-----S	:30	2	\$300.00	P-01	0.00	NM	2	\$600.00
				Fox Super Bowl Pre Game		(1:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/27/20	02/02/20	-----S		2				\$300.00		0.00			
													<b>Totals</b>	<b>6</b>	<b>\$1,300.00</b>

# CONTRACT



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

<u>Contract / Revision</u> 512624 /		<u>Alt Order #</u>
<u>Advertiser</u> Cuellar, Martin for Webb County Sheriff's Off		<u>Original Date / Revision</u> 01/28/20 / 01/28/20
<u>Contract Dates</u> 01/28/20 - 02/02/20	<u>Estimate #</u>	
<u>Product</u> Cuellar Martin For Webb County Sheriffs		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KXOF-TV	<u>Account Executive</u> Laredo House	<u>Sales Office</u> Laredo
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

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	KXOF	01/28/20	02/02/20	NFL Super Bowl Pregame 2	11:00 AM-12:00 PM		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		01/27/20	02/02/20	-----S	2			\$100.00				
N 2	KXOF	01/28/20	02/02/20	Fox Super Bowl Kickoff	12:00 PM-1:00 PM		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		01/27/20	02/02/20	-----S	2			\$250.00				
N 3	KXOF	01/28/20	02/02/20	Fox Super Bowl Pre Game	1:00 PM-5:30 PM		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		01/27/20	02/02/20	-----S	2			\$300.00				
<b>Totals</b>											<b>6</b>	<b>\$1,300.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/27/20 -02/02/20	6	\$1,300.00	(\$195.00)	\$1,105.00
<b>Totals</b>	<b>6</b>	<b>\$1,300.00</b>	<b>(\$195.00)</b>	<b>\$1,105.00</b>

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

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Proposal ID: 77733  
 Station: KLDO  
 Schedule Date: 1/27/2020 - 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

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**Flight Dates: 1/27/2020-3/2/2020**

Program Time	Spot Length	JA 27	FE 3	FE 10	FE 17	FE 24	MR 2	DMA P18+ RTG	Weeks	Rate Spots
<b>KLDO</b>										
NOTICIAS 27	:30	--	3	3	4	4	1	5.77	5	\$350.00
GRPs/Impressions								86.55		15
CPP/CPM								\$60.66		
Mo-Fr 5:00p-5:30p								Run Dates: 3/24/2014-12/31/2036		
PRIME ROS	:30	--	2	2	3	3	2	3.89	5	\$140.00
GRPs/Impressions								46.68		12
CPP/CPM								\$35.99		
Mo-Fr 6:00p-10:00p								Run Dates: 4/2/2014-12/31/2036		
NOTICIAS 27	:30	--	--	1	1	1	1	3.67	4	\$350.00
GRPs/Impressions								14.68		4
CPP/CPM								\$95.37		
Mo-Fr 10:00p-10:35p								Run Dates: 3/24/2014-12/31/2036		
DAYTIME ROS	:30	--	--	--	--	--	9	1.75	1	\$40.00
GRPs/Impressions								15.75		9
CPP/CPM								\$22.86		
Mo-Tu 9:00a-3:00p								Run Dates: 4/4/2014-12/31/2036		
<b>KXOF</b>										
ROAD TO THE SUPERBOWL PART 2	:30	2	--	--	--	--	--	1.39	1	\$100.00
GRPs/Impressions								2.78		2
CPP/CPM								\$71.94		
Sun 11:00a-12:00p								Run Dates: 1/27/2020-2/2/2020		
FOX SUPER BOWL KICKOFF	:30	2	--	--	--	--	--	p2.72	1	\$250.00
GRPs/Impressions								5.44		2
CPP/CPM								\$91.91		
Sun 12:00p-1:00p								Run Dates: 1/27/2020-2/2/2020		
FOX SUPER BOWL NFL SUN PREGAME	:30	2	--	--	--	--	--	p10.24	1	\$300.00
GRPs/Impressions								20.48		2
CPP/CPM								\$29.30		
Sun 1:00p-5:30p								Run Dates: 1/27/2020-2/2/2020		

**Total Cost: \$9,990.00**  
**Agency Commission @ 15%: \$1,498.50**  
**Net Cost: \$8,491.50**

Signature *Patricia Kirby*

**General Summary ( DMA P18+ D.RTG )**

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KLDO	40	\$8,690.00	163.66	258.1	\$53.10	\$33.67	63.1	2.6	33.9	99,607	157,810
KXOF	6	\$1,300.00	28.70	49.2	\$45.30	\$26.42	22.7	1.3	4.6	35,761	157,810
LAREDO	46	\$9,990.00	192.36	307.3	\$51.93	\$32.51	71.5	2.7	39.3	112,796	157,810