

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Colin Strother, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Rosie Cuellar

Authorized committee:

Committee to Elect

Agency requesting time (and contact information):

N/A

Candidate's political party:

Dem

Office sought (no acronyms or abbreviations):

Webb County Tax Assessor

Date of election:

7/14/20

General

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:

* AM

Signature:

J.D. Puig

Name:

Aaron Derton

Name:

J.D. Puig

Date of Request to Purchase Ad Time:

7/7/2020

Date of Station Agreement to Sell Time:

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: 7/6/20

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/KXOF

Date Received/Requested: 7/7/20

Est. #:

Station Location: Laredo

Run Start and End Dates: 7/8 - 7/14/20

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.



Proposal ID: 80714
 Market: LAREDO [184]
 Station: KLDO
 Schedule Date: 7/8/2020 - 7/10/2020
 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: 7/8/2020-7/10/2020

| Program Time | Spot Length | JL 8 | DMA P18-54 RTG | DMA P18-54 000 | W k s | Rate Spots |
|---------------------|-------------|---------|----------------------|----------------------|-------------|---------------|
| KLDO | | | | | | |
| NOTICIAS 27 | :30 | 3 | 3.6 | 3.9 | 1 | \$350.00 |
| GRPs/Impressions | | | 10.8 | 11.7 | | 3 |
| Mo-Fr 5:00p-5:30p | | | | | | |
| NOTICIAS 27 | :30 | 2 | 2.5 | 2.6 | 1 | \$350.00 |
| GRPs/Impressions | | | 5 | 5.2 | | 2 |
| Mo-Fr 10:00p-10:35p | | | | | | |
| All Day Rotator | :30 | 5 | 1.5 | 1.6 | 1 | \$0.00 |
| GRPs/Impressions | | | 7.5 | 8 | | 5 |
| Mo-Su 6:00a-12:00a | | | | | | |

Total Cost: \$1,750.00
Agency Commission @ 15% \$262.50
Net Cost: \$1,487.50

Signature 

General Summary (DMA P18-54 D.RTG)

| Name | Spots | Cost | Grps | Imp(000) | Reach | Freq | Eff Reach | Net Reach | Pop |
|------|-------|------------|------|----------|-------|------|-----------|-----------|---------|
| KLDO | 10 | \$1,750.00 | 23.3 | 24.9 | 15.1 | 1.5 | 4.8 | 16,119 | 107,027 |

ORDER



**UNIVISION
LAREDO
KLDO-TV**

Orders
Order / Rev: 538156
 Alt Order #:
 Product Desc:
 Estimate: 7.08-07.10
 Flight Dates: 07/08/20 - 07/10/20
 Original Date / Rev: 07/07/20 / 07/07/20
 Order Type: GENERAL

Primary AE: Allison DeLaGarza
 Sales Office: L-LAR
 Sales Region: LOCAL

Agency
Name: Campaign to Elect Rosie Cuellar
 Buying Contact:
 Billing Contact:
 1406 Jacaman Rd
 Laredo, TX 78046

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: POL

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 |
|------------|----------|---------|--------------|------------|
| 06/29/20 | 07/10/20 | 10 | \$1,750.00 | \$1,487.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| July 2020 | 10 | \$1,750.00 | \$1,487.50 | 0.00 |
| Totals | 10 | \$1,750.00 | \$1,487.50 | 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 | 07/08/20 | 07/10/20 | Early News M-F 1.1 Local | CM | 5p-530p | --WTF-- | :30 | 3 | \$350.00 | P-01 | 0.00 | NM | 3 | \$1,050.00 |
| | | | | M-F Early Local News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/06/20 | 07/12/20 | --WTF-- | | 3 | | | | \$350.00 | | 0.00 | | | |
| N 2 | KLDO | 07/08/20 | 07/10/20 | Late News M-F 1.1 Local | CM | 10p-1035p | --WT--- | :30 | 2 | \$350.00 | P-01 | 0.00 | NM | 2 | \$700.00 |
| | | | | M-F Late Local News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/06/20 | 07/12/20 | --WT--- | | 2 | | | | \$350.00 | | 0.00 | | | |
| N 3 | KLDO | 07/08/20 | 07/10/20 | M-Su 6a-12a ROS | CM | 6a-12a | --WTF-- | :30 | 5 | \$0.00 | P-15 | 0.00 | NM | 5 | \$0.00 |
| | | | | M-Su 6a-12a ROS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/06/20 | 07/12/20 | --WTF-- | | 5 | | | | \$0.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 10 | \$1,750.00 |

CONTRACT



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

| | | |
|--|---|--|
| <u>Contract / Revision</u> 538156 / | | <u>Alt Order #</u> |
| <u>Advertiser</u> Rosie Cuellar for Webb Co Tax Assessor | | <u>Original Date / Revision</u> 07/07/20 / 07/07/20 |
| <u>Contract Dates</u> 07/08/20 - 07/10/20 | <u>Estimate #</u> 7.08-07.10 | |
| <u>Product</u> | | |
| <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> Allison DeLaGarza | <u>Sales Office</u> Laredo |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Households | | |
| <u>Agency Ref</u> | <u>Advertiser Ref</u> | |

And:

Campaign to Elect Rosie Cuellar
1406 Jacaman Rd
Laredo, TX 78046

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|----------------------|----------------|------|--------|-------------------|-------------|------|-----------|-------------------|
| N 1 | KLDO | 07/08/20 | 07/10/20 | M-F Early Local News | 5p-530p | | :30 | | | NM | 3 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/06/20 | 07/12/20 | --WTF-- | | | | 3 | \$350.00 | | | |
| N 2 | KLDO | 07/08/20 | 07/10/20 | M-F Late Local News | 10p-1035p | | :30 | | | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/06/20 | 07/12/20 | --WT--- | | | | 2 | \$350.00 | | | |
| N 3 | KLDO | 07/08/20 | 07/10/20 | M-Su 6a-12a ROS | 6a-12a | | :30 | | | NM | 5 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 07/06/20 | 07/12/20 | --WTF-- | | | | 5 | \$0.00 | | | |
| Totals | | | | | | | | | | | 10 | \$1,750.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|--------------------|------------|-------------------|-------------------|-------------------|
| 06/29/20 -07/10/20 | 10 | \$1,750.00 | (\$262.50) | \$1,487.50 |
| Totals | 10 | \$1,750.00 | (\$262.50) | \$1,487.50 |

Signature: _____ Date: _____

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

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