

POLITICAL AVAILABILITY SUBMISSIONPerson making request: Media Plus Chris ZwagOn behalf of candidate (name of candidate): Patrick JonesOffice candidate is running for: Supervisor District 4Requested broadcast dates: 10/1 - 11/2Class of time: ~~6a-10a~~ :30Requested time period: ~~6a-10a~~ 6a-10aRate quoted: \$100 -Likelihood that spots of this class will
clear in the requested time period on
requested broadcast dates:100 %Projected lowest unit charge for class
and time period on dates requested:\$25 -Current selling level for class and
time period on dates requested:\$60 fixedNaomi Yamamoto
Salesperson9/29/20
Submission date



Proposed: 9/28/2020
Ph: 530-244-9700
Fax: 530-244-9707

KNCQ-FM

1588 Charles Drive, Redding, CA 96003

Revised: 9/29/2020 10:59:11 AM
Ref: 9317
Page: 1

Client: PATRICK JONES

Product: Supervisor District 4

Agency: MEDIA PLUS

Contact: Chris Zwaga

AE: YAMAMOTO, NAOMI

Assistant:

Campaign Summary

Market: Redding, CA

Total Occ: 52

Total Ratings: 135.2

Total Impressions: 83,200

Total Reach: 8.67

Est. #:

CPP: \$23.08

CPM: \$37.50

Contract Total: \$3,120.00

Total Frequency: 15.6

Number of Weeks: 4

Campaign Dates: 10/5/2020 to 11/1/2020 [4 wk(s)]

Comments:

Proposed Schedule (1 BA-DIR)

Days	MTWTFSS	Hours	Rate(\$)	Aud (m:ss)	Len	Oct.	Ttl Occ.
Mo-Fr	06:00am - 10:00am		\$60.00	1,600(1)	0:30	12	12
	[DSA: M=0, T=0, W=4, Th=4, F=4]						
Mo-Fr	06:00am - 10:00am		\$60.00	1,600(1)	0:30	20	20
	[DSA: M=4, T=4, W=4, Th=4, F=4]						
Mo-Fr	06:00am - 10:00am		\$60.00	1,600(1)	0:30		
Mo-Fr	06:00am - 10:00am		\$60.00	1,600(1)	0:30	20	20
	[DSA: M=4, T=4, W=4, Th=4, F=4]						

Client hereby agrees to pay for delivered services upon receipt of invoice and understands and agrees to the Contract Conditions presented with this contract.

This report was created in SDS using the following information: Redding, CA; FA19.SP20; Metro; Single Daypart Used; A25-54; Copyright © 2020 The Nielsen Company. All rights reserved.



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Comments:

Week of (Monday)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
10/5/2020	12	2.6	0%	\$60.00	31.2	19,200	\$23.08	\$37.50	6.68	4.7	\$720.00	\$720.00
10/12/2020	20	2.6	0%	\$60.00	52.0	32,000	\$23.08	\$37.50	8.19	10.2	\$1,200.00	\$1,200.00
10/19/2020	0											\$0.00
10/26/2020	20	2.6	0%	\$60.00	52.0	32,000	\$23.08	\$37.50	8.67	15.6	\$1,200.00	\$1,200.00
Total	52	2.6	0%	\$60.00	135.2	83,200	\$23.08	\$37.50	8.67	15.6	Total Net	\$3,120.00
												\$2,652.00

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Signature of Client

Signature of Sales Rep

Signature of Sales Manager

Date

Date

Date



OCTOBER '20

KNCQ

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
		H/x				
11	12	13	14	15	16	17
	H/x					
18	19	20	21	22	23	24
25	26	27	28	29	30	31
	H/x					

CLIENT: **PATRICK JONES - SUPERVISOR DIST 4**

LENGTH:

:30

INSTRUCTIONS

A 1X **7 a.m.**

B 1X **8 a.m.**

C 1X

D 1X

E 1X

M - F 6 a.m. - 10 a.m.

FREQUENCY:

52x

RATE:

60.00

TOTAL:

\$ 3120

CO-OP:

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

Station and Location:

Date:

I, Media Plus Advertising,
being/on behalf of: Patrick Henry Jones, a legally
qualified candidate of the Republican political
party for the office of: Shasta County Supervisor Dist 4
in the General
election to be held on: November 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

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Patrick Jones 2020 Committee via Mediat

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:

Lynda R Kent

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

8-10-20

Date

[Signature]

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title