

# **RAMIAR**

COMMUNICATIONS

**April 10, 2024**

**To: Steve Massengale**

**Fr: Chuck Heinz**

**Re: Proposal for Lubbock Mayoral Race**

**Run date of:**

**4/15-4/26/24**

**:30 commercials**

**Double T 97.3**

**6am-9am 3x per day Monday thru Friday, 10 days total of 30x for \$1,050**

**3pm-6pm 2x per day Monday thru Friday, 10 days total of 20x for \$700**

**937 The Eagle**

**6am-7pm 6x per day Monday thru Saturday, 12 days total of 72 for \$1,080**

**Sunny 97.7**

**6am-7pm 5x per day Monday thru Saturday, 12 days total of 60x for \$720**

**969 The Bull**

**6am-7pm 5x per day Monday thru Saturday, 12 days total of 60x for \$720**

**Total Investment: \$4,270**

**15% Discount extended to all candidates: \$640.50**

**Net total due: \$3,629.50**

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Benjamin Smead, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Steve Mastengale

Authorized committee:

Studio 1500

Agency requesting time (and contact information):

N/A studio 1500/Smead Strategies

Candidate's political party:

N/A

Office sought (no acronyms or abbreviations):

MAYOR

Date of election:

5/4/24

General

Primary

Treasurer of candidate's authorized committee:

W.J. (Dub) Wad

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 (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.**

Candidate/Committee/Agency

Station Representative

Signature:

Benjamin Smead

Signature:

Chuck Heinz

Name:

Benjamin Smead

Name:

Chuck Heinz

Date of Request to Purchase Ad Time:

4/10/24

Date of Station Agreement to Sell Time:

4/10/24

**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: *Benjamin Sneed*

Name: *Benjamin Sneed*

Date: *4.10.24*

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received:

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

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:

\*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 #: *90619* Station Call Letters: *KLBB FM* Date Received/Requested: *4/10/24*

Est. #: Station Location: *Lubbock TX* Run Start and End Dates: *4/15-4/27/24*

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.

# ORDER



**Orders**  
**Order / Rev:** 90619  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** Massengale-Mayor  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 04/15/24 - 04/27/24  
**Original Date / Rev:** 04/10/24 / 04/10/24  
**Order Type:** GENERAL

**Primary AE:** Chuck Heinz  
**Sales Office:** R-LOC  
**Sales Region:** Local

**Agency**  
**Name:** Steve Massengale (POL)  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
520 23rd st.  
Lubbock, TX 79404

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser**  
**Name:** Steve Massengale (POL)  
**Demographic:** HH  
**Product Codes:** PL1  
**Revenue Code 1:** DIR  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND/POL  
**Priority:** P-3

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_  
**Unit Code:** General  
**Order Separation:** 01:00:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/27/24	72	\$1,080.00	\$1,080.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	72	\$1,080.00	\$1,080.00	0.00
<b>Totals</b>	<b>72</b>	<b>\$1,080.00</b>	<b>\$1,080.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Chuck Heinz			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	KLBBF	04/15/24	04/27/24	M-F PRIME M-F	CM	6AM-7PM	66666--	:30	30	\$15.00	P-3	0.00	NM	60	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/24	04/21/24	66666--		30				\$15.00		0.00			
		Week: 04/22/24	04/28/24	66666--		30				\$15.00		0.00			
N 2	KLBBF	04/20/24	04/27/24	SA-SU BROAD SA-SU BROAD	CM	6:00 AM-7:00 PM (6:00 AM-7:00 PM)	-----6-	:30	6	\$15.00	P-3	0.00	NM	12	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/24	04/21/24	-----6-		6				\$15.00		0.00			
		Week: 04/22/24	04/28/24	-----6-		6				\$15.00		0.00			
													<b>Totals</b>	<b>72</b>	<b>\$1,080.00</b>