

# ORDER



**Orders**

**Order / Rev:** 751933A  
**Alt Order #:**  
**Product Desc:** May - Oct 2024  
**Estimate:**  
**Flight Dates:** 05/15/24 - 10/31/24  
**Original Date / Rev:** 05/20/24 / 05/20/24  
**Order Type:** GENERAL

**KNVO-TV**

**Primary AE:** McAllen House  
**Sales Office:** L-MCA  
**Sales Region:** LOCAL

**Agency**

**Name:** Committee to Elect Mayra Flores for C  
**Buying Contact:**  
**Billing Contact:**  
 P.O Box 516  
 Los Indios, TX 78567

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

**Advertiser**

**Name:** Mayra Flores for Congress  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Codes:** AGY  
**Revenue Codes 2:** GEN  
**Revenue Codes 3:** POL  
**Priority:** P-13

**New Business End:**  
**Advertiser External ID:** 0012R00002IPHKQA5  
**Agency External ID:** 001RP00000BUodoYAD  
**Unit Code:** General  
**Order Separation:** 00:00:00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
McAllen House			Start Of Order - End Of Order	100%



Henry Serrato <hserrato@entravision.com>

Fwd: Get to know Mayra Flores 2 min Interview ENG & SPN

1 message

Melba Gutierrez <mgutierrez@entravision.com>
To: Henry Serrato <hserrato@entravision.com>
Cc: Deborah Flores <dflores@entravision.com>, Edward Cordero <ecordero@entravision.com>

Mon, May 20, 2024 at 10:58 AM

We need to create a production invoice for the \$2,000 to send to her and cancel the May order for now.



Melba Gutierrez Franklin

Business Development Manager
mgutierrez@entravision.com

801 N. Jackson Rd.
McAllen, TX 78501
O 9566874848
M 9566559318

entravision.com

Great Place to Work Certified Entravision (NYSE: EVC) is a global ad-tech, media, and marketing solutions company offering consumer engagement products through a dynamic range of digital, e-commerce, and media options in over 40 countries across 4 continents. Using state-of-the-art and proprietary advertising technologies, we foster creativity, optimize strategies, and capitalize on strategic industry partnerships to help you expand your business locally or globally. Your growth is our purpose.

----- Forwarded message -----
From: Mayra Flores

<mayra@mayrafloresforcongress.com>
Date: Sun, May 19, 2024 at 8:43 PM
Subject: Re: Get to know Mayra Flores 2 min Interview ENG & SPN
To: Melba Gutierrez <mgutierrez@entravision.com>
Cc: Deborah Flores <dflores@entravision.com>, <Jefferson@mayrafloresforcongress.com>, KNVO PRODUCTION <knvoproduction@entravision.com>, Samuel Gauna <samuel.gauna@entravision.com>, michael.christenson@entravision.com <michael.christenson@entravision.com>

Hello Melba,
My team, along with others, has decided not to move forward with this project. Unfortunately, it wasn't what we expected. Moving forward, my production team will handle all commercials. Thank you for your time, and I look forward to working with you in the near future.

On Mon, May 13, 2024 at 12:20 PM Melba Gutierrez <mgutierrez@entravision.com> wrote:

Please review the 2 minute segments for approval.



Melba Gutierrez Franklin

Business Development Manager
mgutierrez@entravision.com

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----- Forwarded message -----
From: Samuel Gauna

<samuel.gauna@entravision.com>
Date: Fri, May 10, 2024 at 5:08 PM
Subject: Get to know Mayra Flores 2 min Interview ENG & SPN
To: Edward Cordero <ecordero@entravision.com>, Deborah Flores <dflores@entravision.com>, Melba Gutierrez <mgutierrez@entravision.com>

751433

# Meet the Candidate featuring Mayra Flores

Monthly Package May - Oct 2024

## Univision \$3,000 Monthly



- 2 - Two Minute Interviews in Despierta Al Dia M-F 5AM-6AM
- 1 - Two Minute Interviews in Despierta America M-F 6AM-10AM
- 2 - Two Minute Interviews in Mid Day News M-F 11:30AM-12PM
- 1 - :30 Commercials in the 5PM News M-F



## FOX \$2,160 Monthly

- 4 - Two Minute Interviews in Fox News RGV in the Morning M-F 9AM-9:30AM
- 4 - Two Minute Interviews Fox News RGV Mid Day M-F 12:30PM - 1PM
- 4 - :30 Commercials in the 9PM News M-F



La Suavecita \$400 Monthly  
10 - :30s spots M-Sa 6a-7p per week

**Total monthly package:**  
\$5560 gross per mo. / \$4726 net per mo.

**Production: One time fee**  
2- 2 minute Spanish Interviews Pre Recorded  
2 - English 2 minute Interviews Pre recorded  
2- (:30) English & Spanish production 3 hours  
Total Production \$2,000

Start Date: May 2024

End Date: \_\_\_\_\_

Advertiser Name : Niria V. Flores de Hinojosa -Treasurer

Authorized Signature

*Niria V. Flores de Hinojosa*

Today's Date

05/07/24

It is understood and agreed that this contract includes elements and hard costs. By signing the above, I acknowledge and accept full responsibility for payment of total amount and agree to and understand that Entravision Communications is paying for certain elements on your behalf in order to execute this specific program or event. 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 Services located at [www.entravision.com/termsandconditions](http://www.entravision.com/termsandconditions), constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Niria V. Flores de Hinojosa, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

- FEDERAL CANDIDATE
- STATE OR LOCAL CANDIDATE

**ALL QUESTIONS/BLOCKS MUST BE COMPLETED**

Candidate name:  
Mayra Flores

Authorized committee:  
Niria V. Flores de Hinojosa, Treasurer

Agency requesting time (and contact information):  
 N/A Niria V. Flores de Hinojosa, Treasurer

Candidate's political party:  
Republican

Office sought (no acronyms or abbreviations):  
34th Congressional District

Date of election:  General  Primary  
Nov. 5, 2024

Treasurer of candidate's authorized committee:  
Niria V. Flores de Hinojosa, Treasurer

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: <i>Niria V. Flores de Hinojosa</i>	Signature: <i>Melba Gutierrez Franklin</i>
Name: <u>Niria V. Flores de Hinojosa, Treasurer</u>	Name: <u>Melba Gutierrez Franklin</u>
Date of Request to Purchase Ad Time: <u>05/04/2024</u>	Date of Station Agreement to Sell Time: <u>5/7/24</u>

**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:

*Niria V. Flores de Hinojosa*

Name: Niria V. Flores de Hinojosa, Treasurer

Date: 05/04/2024

**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 #: 751933 C	Station Call Letters: KNVD - FM	Date Received/Requested: 5/7/24
Est. #:	Station Location: 801 N. Jackson Rd	Run Start and End Dates: 5/15/24 - 10/31/24

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.