

ORDER

Orders
Order / Rev: 808429
Alt Order #:
Product Desc: Election 2021
Estimate:
Flight Dates: 11/07/21 - 11/13/21
Original Date / Rev: 11/04/21 / 11/04/21
Order Type: GENERAL

KMEZ-FM

Primary AE: Rachel Adams
Sales Office: L-NOL
Sales Region: Local

Agency
Name: Bright Moments
Buying Contact:
Billing Contact:
 2249 Oretha Castle Haley Blvd
 New Orleans, LA 70113

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

Advertiser
Name: Cantrell/D/Mayor
Demographic: A25-54
Product Codes: Candidates
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-CAND
Revenue Code 3: GEN
Priority: P-100

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/21	11/13/21	14	\$872.00	\$741.20

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2021	14	\$872.00	\$741.20	0.00
Totals	14	\$872.00	\$741.20	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Adams	L-NOL	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	KMEZ	11/07/21	11/07/21	Sa-Su Midday Sa-Su	CM	10a-3p	-----S	1:00	1	\$46.00	P-30	0.00	NM	1	\$46.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	-----S		1				\$46.00		0.00			
N 2	KMEZ	11/07/21	11/07/21	Sa-Su PM Sa-Su	CM	3p-7p	-----S	1:00	1	\$46.00	P-30	0.00	NM	1	\$46.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/21	11/07/21	-----S		1				\$46.00		0.00			
N 3	KMEZ	11/08/21	11/12/21	M-F AM Drive M-F	CM	6a-10a	MTWTF--	1:00	4	\$70.00	P-30	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/08/21	11/14/21	MTWTF--		4				\$70.00		0.00			
N 4	KMEZ	11/08/21	11/12/21	M-F PM Drive M-F	CM	3p-7p	MTWTF--	1:00	4	\$70.00	P-30	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/08/21	11/14/21	MTWTF--		4				\$70.00		0.00			
N 5	KMEZ	11/13/21	11/13/21	Sa-Su Midday Sa-Su	CM	10a-3p	-----S-	1:00	2	\$55.00	P-30	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/08/21	11/14/21	-----S-		2				\$55.00		0.00			
N 6	KMEZ	11/13/21	11/13/21	Sa-Su PM Sa-Su	CM	3p-7p	-----S-	1:00	2	\$55.00	P-30	0.00	NM	2	\$110.00

Order / Rev: 808429
 Alt Order #:
 Flight Dates: 11/07/21 - 11/13/21

Advertiser: Cantrell/D/Mayor
 Product Desc: Election 2021
 Estimate:
 KMEZ-FM

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:		11/08/21	11/14/21	-----S-		2				\$55.00		0.00			
													Totals	14	\$872.00

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Geriease Smith Hawkins, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

LaToya Cantrell

Authorized committee:

Committee to Re-elect LaToya Cantrell

Agency requesting time (and contact information):

☐ N/A Bright Moments, LLC • 2249 Oretha Castle Haley Blvd. • New Orleans, LA. 70113

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

Mayor

Date of election:

November 13, 2021

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Maggie Carroll

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

Signature:

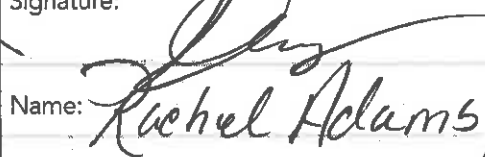


Name: Geriease Smith Hawkins

Date of Request to Purchase Ad Time: 10/18/21

Station Representative

Signature:



Name:

Rachel Adams

Date of Station Agreement to Sell Time:

11/4/21

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 ONLYAd submitted to Station? ☒ Yes ☐ NoDate ad received: 11/4/21Federal 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 #: 808429 Station Call Letters: KMEZ Date Received/Requested: 11/4/21Est. #: Station Location: Belle Chasse La Run Start and End Dates: 11/7/21 - 11/13/21

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.

Re: [EXT] Mayor Cantrell - Additional buy

Hi Rachel,

This is good. Please send me the link for the payment portal once it is ready. Thank you!

On Tue, Nov 2, 2021 at 8:38 PM Rachel Adams <Rachel.Adams@cumulus.com> wrote:

Hi lady!

See attached and also below. Let me know if this will work.

Flight Dates: 11/07/2021 - 11/13/2021
Demo: P (B)

Radio Market: NEW ORLEANS
Salesperson: SEP21:50 (JUL-SEP)
Geography: Metro

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPE	CPM	% of Total Spots	% of Total Cost	% of Budget	Station	Price Index	TRP
Pre-Show			23		\$22.94	\$528.00	0.3%	\$147.00	\$1.1	100%	100%	100%	WVLA	1.7	61,200
10:22 PM			14		\$62.86	\$880.00	0.0%	\$142.86	\$1.1	100%	100%	100%	WVLA	1.7	61,200
Flight A - 11/7 (11/7)			2		\$42.00	\$84.00	0.4%	\$142.00	\$1.1	15%	15%	15%	WVLA	1.7	10,000
One Week Total			2		\$42.00	\$84.00	0.4%	\$142.00	\$1.1	15%	15%	15%	WVLA	1.7	10,000
	Su 11/7/21	503	1 AC		\$42.00	\$42.00	0.4%	\$142.00	\$1.1	20%	20%	20%	WVLA	1.8	4,800
	Su 11/7/21	503	1 AC		\$42.00	\$42.00	0.4%	\$142.00	\$1.1	10%	10%	10%	WVLA	1.6	5,200
Flight A - 11/8 (11/8)			12		\$65.00	\$780.00	0.4%	\$150.00	\$1.1	85%	85%	85%	WVLA	1.6	59,400
One Week Total			12		\$65.00	\$780.00	0.4%	\$150.00	\$1.1	85%	85%	85%	WVLA	1.6	59,400
	Mo 11/8/21	401	4 AC		\$19.50	\$78.00	0.3%	\$20.00	\$1.1	33%	33%	33%	WVLA	1.5	14,800
	Tu 11/9/21	401	4 AC		\$19.50	\$78.00	0.3%	\$20.00	\$1.1	33%	33%	33%	WVLA	1.6	14,800
	We 11/10/21	547	2 AC		\$39.00	\$78.00	0.3%	\$40.00	\$1.1	14%	14%	14%	WVLA	1.6	10,400
	Th 11/11/21	547	2 AC		\$39.00	\$78.00	0.3%	\$40.00	\$1.1	14%	14%	14%	WVLA	1.6	10,400
10:22 PM (Grant)			14		\$6.00	\$84.00	0.0%	\$6.00	\$1.1	0%	0%	0%	WVLA	0.0	0
Flight A - 2 wks (11/7 - 11/14)			14		\$24.00	\$336.00	0.7%	\$24.00	\$1.1	3%	3%	3%	WVLA	0.0	0
One Week Total			2		\$24.00	\$48.00	0.5%	\$24.00	\$1.1	2%	2%	2%	WVLA	0.0	0
	Mo 11/8/21	401	1 AC		\$24.00	\$24.00	0.5%	\$24.00	\$1.1	100%	100%	100%	WVLA	0.0	0

Rachel Adams

Regional Digital Sales Manager New Orleans & Baton Rouge

Cumulus Media New Orleans & Baton Rouge

RADIO ~ DIGITAL MARKETING SERVICES ~ SWEET DEALS

Cell: 504-432-0043

Email: Rachel.adams@cumulus.com

From: Geriease Hawkins <gshawkins1@gmail.com>

Sent: Tuesday, November 2, 2021 2:08 PM

To: Rachel Adams <Rachel.Adams@cumulus.com>

Subject: [EXT] Mayor Cantrell - Additional buy

Hi Rachel,

Below, please find an additional buy for Mayor Cantrell, which will begin running on Sunday, November 7, 2021 and end on Saturday, November 13th. Would you please prepare a schedule and send it to me as soon as possible.

Thank you!

Total Spots	Total Cost	# Days/Week	#spots/Day				
4	\$280.00	4	1	KMEZ	:60	M-F 6A-10A	\$70.00
0	\$0.00			KMEZ	:60	M-F 10A-3P	\$70.00
4	\$280.00	4	1	KMEZ	:60	M-F 3P-7P	\$70.00
0	\$0.00			KMEZ	:60	M-F 7P-12M	\$30.00
0	\$0.00			KMEZ	:60	Sa 6A-10A	\$45.00
2	\$120.00	1	2	KMEZ	:60	Sa 10A-3P	\$60.00
2	\$120.00	1	2	KMEZ	:60	Sa 3P-7P	\$60.00
0	\$0.00			KMEZ	:60	Sa 7P-12M	\$30.00
0	\$0.00			KMEZ	:60	Su 6A-10A	\$40.00
1	\$50.00	1	1	KMEZ	:60	Su 10A-3P	\$50.00
1	\$50.00	1	1	KMEZ	:60	Su 3P-7P	\$50.00
0	\$0.00			KMEZ	:60	Su 7P-12M	\$30.00
14	\$900.00						

Gerleese Smith Hawkins

Vice President, Media and Creative Services
Senior Account Executive
Bright Moments, LLC
2249 Oretha Castle Haley Blvd.
New Orleans, LA 70113

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808429 Cantrell/D/Mayor/Bright Moments KMEZ-FM (View) (Processed: 1) (CIA-first unbypassed 11/7/21)

Order / Est #	808429	Total Spots:	14	14	Order Dates:	11/07/21 - 11/13/21
Advertiser:	Cantrell/D/Mayor	Total Ratings:	0.00	0.00	Hiatus Dates:	
Product Descr.:	Election 2021	Total Amount:	\$872.00	\$872.00	Spot Dates:	11/01/21 - 11/13/21

Header Lines Spot Makegood Bundles Summary Market Share History

Add Custom Comment Print History Compare View Contract View Bid Refresh

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GAP
11/04/21 7:09:15 AM	New order created		Copied from Order Header #804299	Rachel Adams	\$0.00	0	0.00
11/04/21 7:22:51 AM	Ready for approval		political	Rachel Adams	\$872.00	14	0.00
11/04/21 7:30:39 AM	Approval Workflow		[Sales Manager - Ready Default]	Wendy Guile	\$872.00	14	0.00
11/04/21 7:49:52 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Sandy Clark	\$872.00	14	0.00
11/04/21 7:49:54 AM	Approved			Sandy Clark	\$872.00	14	0.00
11/04/21 8:04:06 AM	Processed		<async process>	Scott Foshag	\$872.00	14	0.00



Edit Order

Print...

Close