

616 476

KFXO

Michael Sipes August 2022

Author: Sascha Rasmussen



Proposal ID: 123740
 Station: KTVZ
 Schedule Date: 8/1/2022 - 8/7/2022
 Spot Length(s): :30
 Report: Planner

Acct. Exec: Sascha Rasmussen
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This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. Thank you for your business.

Flight Dates: 8/1/2022-8/7/2022

Program Time	Spot Length	S-Households AU 1	CS.RTG RTG	W k s	Rate Spots
KTVZ					
NC21 SUNRISE@6AM	:30	3	8.0	1	\$135.00
GRPs/Impressions			24		3
SHR			38.7		
CPP/CPM			\$16.88		
Mo-Fr 6:00a-7:00a					
NC21 AT SEVEN	:30	2	6.0	1	\$100.00
GRPs/Impressions			12		2
SHR			15.3		
CPP/CPM			\$16.67		
Mo-Fr 7:00p-7:30p					
SAT TODAY 7AM	:30	1	2.7	1	\$35.00
GRPs/Impressions			2.7		1
SHR			11.8		
CPP/CPM			\$12.96		
Sat 7:00a-8:00a					
KFXO					
NEWS CH21 SUNRISE BOTH HOURS	:30	2	3.1	1	\$35.00
GRPs/Impressions			6.2		2
SHR			12.1		
CPP/CPM			\$11.29		
Mo-Fr 7:00a-9:00a					
NC21 ON FOX AT 4PM	:30	2	2.7	1	\$45.00
GRPs/Impressions			5.4		2
SHR			9.6		
CPP/CPM			\$16.67		
Mo-Fr 4:00p-4:30p					

General Summary (CS-Households CS.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KTVZ	6	\$640.00	38.7	23.8	25.8	1.5	6.0	\$16.54	\$26.89	15,839	61,453
KFXO	4	\$160.00	11.6	7.2	7.1	1.6	1.0	\$13.79	\$22.22	4,361	61,453
BEND, OR	10	\$800.00	50.3	31.0	31.0	1.6	10.3	\$15.90	\$25.81	19,076	61,453

Network Summary (CS-Households CS.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
NBC	6	60%	\$640.00	80%	38.7	77%	23.8	\$16.54	\$26.89
FOX	4	40%	\$160.00	20%	11.6	23%	7.2	\$13.79	\$22.22
Total (CS-Households)	10	100%	\$800.00	100%	50.3	100%	31.0	\$15.90	\$25.81

Flight Summary (CS-Households CS.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Flight 1	10	100%	\$800.00	100%	50.3	100%	31.0	\$15.90	\$25.81

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Join Carlson, Max Marketing, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Mike Sipe | Candidate for House District 53

Authorized committee:

Friends of Mike Sipe

Agency requesting time (and contact information):

☒ N/A Max Marketing - Joni Carlson (541) 948-5832

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

House District 53

Date of election:

11/8/22

☒

General

☒

Primary

Treasurer of candidate's authorized committee:

Mike Sipe

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:

Signature:

Name: Michael Sipe

Name:

Date of Request to Purchase Ad Time: 4/6/22

Date of Station Agreement to Sell Time: 8-1-22

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: Joni Carlson, Max Marketing

Date: 4/6/22

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☒ Yes ☐ No

Date ad received: _____

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 #: 616476	Station Call Letters: KFXO	Date Received/Requested: 8.1.22
Est. #: 123740	Station Location: Bend, OR 97703	Run Start and End Dates: 8.1-8.7.22

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.