

Date	June 30, 2020
Advertiser	America First Policies
Prepared For	Paul Wynn Delcielo
Flight	7/4/20-7/22/20

SINCLAIR TERMS

IMPs may vary by Network, Daypart, Genre & DMA
 2 Week Notice is required for any cancellation request
 Rates subject to change, plan valid for 5 business days

SINCLAIR

BROADCAST GROUP

SUMMARY	4th of July Spectacular	7/7-7/14 NEWS	7/15-7/22 NEWS	Total
Spots	46	423	423	892
A35+ (000)	670	7,067	7,067	14,803
A35+ (000) CPM	\$11.93	\$6.51	\$6.51	\$6.76
Total Investment	\$8,000.00	\$46,000.00	\$46,000.00	\$100,000.00

NETWORK A35+ (000)	4th of July Spectacular	%	7/7-7/14 NEWS	%	7/15-7/22 NEWS	%
ABC	271	40.4%	3,315	46.9%	3,315	46.9%
CBS	131	19.6%	2,376	33.6%	2,376	33.6%
FOX	42	6.3%	680	9.6%	680	9.6%
NBC	177	26.4%	490	6.9%	490	6.9%
CW	7	1.0%	128	1.8%	128	1.8%
MyTv	42	6.2%	77	1.1%	77	1.1%
Total	670	100.0%	7,067	100.0%	7,067	100.0%

GENRE A35+ (000)	4th of July Spectacular	%	7/7-7/14 NEWS	%	7/15-7/22 NEWS	%
Local News	548	81.7%	5,400	76.4%	5,400	76.4%
Network News			1,666	23.6%	1,666	23.6%
Prime	122	18.3%				
Total	670	100.0%	7,067	100.0%	7,067	100.0%

DAYPART A35+ (000)	4th of July Spectacular	%	7/7-7/14 NEWS	%	7/15-7/22 NEWS	%
Early Morning			1,609	22.8%	1,609	22.8%
Daytime			2,474	35.0%	2,474	35.0%
Early Fringe			25	0.4%	25	0.4%
Early News	341	50.9%	2,663	37.7%	2,663	37.7%
Prime	122	18.3%				
Late News	206	30.8%	281	4.0%	281	4.0%
Late Fringe			14	0.2%	14	0.2%
Total	670	100.0%	7,067	100.0%	7,067	100.0%

DMA A35+ (000)	4th of July Spectacular	%	7/7-7/14 NEWS	%	7/15-7/22 NEWS	%
Rank 1-25	78	11.7%	893	12.6%	893	12.6%
Rank 26-50	276	41.2%	3,599	50.9%	3,599	50.9%
Rank 51-75	79	11.8%	772	10.9%	772	10.9%
Rank 76-100	68	10.1%	689	9.7%	689	9.7%
Rank 101-150	138	20.5%	991	14.0%	991	14.0%
Rank 150+	31	4.6%	123	1.7%	123	1.7%
Total	670	100.0%	7,067		7,067	100.0%



Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit education.nab.org.

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit nab.org/MemberTools.

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, _____, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☐ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name:

Address:

Contact:

Phone number:

Email:

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name:

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☐ N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor

Signature: *Del Cielo Media*

Name:

Date of Request to Purchase Ad Time:

Station Representative

Signature:

Name:

Date of Station Agreement to Sell Time:

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☐ Yes ☐ No Date ad received: _____

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

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

☐ Accepted

☐ Accepted IN PART (e.g., ad not received to determine content)*

☐ Rejected – provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.