

# ORDER



**Orders**  
**Order / Rev:** 578250  
**Alt Order #:**  
**Product Desc:** Miami Dade Mayor's Race  
**Estimate:**  
**Flight Dates:** 08/10/20 - 08/16/20  
**Original Date / Rev:** 08/07/20 / 08/07/20  
**Order Type:** GENERAL

**WSBS**  
**Primary AE:** Victor Guzman  
**Sales Office:** MLOC  
**Sales Region:** Local

**Agency**  
**Name:** Edge Communications  
**Buying Contact:** Christian Ulvert  
**Billing Contact:**  
 2929 SW 3rd Ave, Suite 220  
 Miami, FL 33129

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

**Advertiser**  
**Name:** Levine Cava Campaign  
**Demographic:** A18-49  
**Product Codes:** PL1 - Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/27/20   | 08/14/20 | 13      | \$6,925.00   | \$5,886.25 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| August 2020   | 13        | \$6,925.00        | \$5,886.25        | 0.00        |
| <b>Totals</b> | <b>13</b> | <b>\$6,925.00</b> | <b>\$5,886.25</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Victor Guzman     |              |              | 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 | 22 | 08/10/20          | 08/16/20        | 5P-6P M-F<br>Mega Noticiero    | CM    | 5P-6P             | 1111--- | :30 | 4     | \$125.00    | P-3 | 0.00          | NM            | 4         | \$500.00          |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |               |           |                   |
|     |    | Week: 08/10/20    | 08/16/20        | 1111---                        |       | 4                 |         |     |       | \$125.00    |     | 0.00          |               |           |                   |
| N 2 | 22 | 08/10/20          | 08/16/20        | 8P-9P<br>Ahora con Oscar HAZa  | CM    | 8P-9P             | 1111--  | :30 | 5     | \$985.00    | P-3 | 0.00          | NM            | 5         | \$4,925.00        |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |               |           |                   |
|     |    | Week: 08/10/20    | 08/16/20        | 1111--                         |       | 5                 |         |     |       | \$985.00    |     | 0.00          |               |           |                   |
| N 3 | 22 | 08/10/20          | 08/16/20        | 11P-1130P M-F<br>11P-1130P M-F | CM    | 11P-1130P         | 1111--- | :30 | 4     | \$375.00    | P-3 | 0.00          | NM            | 4         | \$1,500.00        |
|     |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |               |           |                   |
|     |    | Week: 08/10/20    | 08/16/20        | 1111---                        |       | 4                 |         |     |       | \$375.00    |     | 0.00          |               |           |                   |
|     |    |                   |                 |                                |       |                   |         |     |       |             |     |               | <b>Totals</b> | <b>13</b> | <b>\$6,925.00</b> |

## Diana Flores (Mega TV)

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**From:** Victor Guzman (Miami)  
**Sent:** Friday, August 07, 2020 10:24 AM  
**To:** Diana Flores (Mega TV)  
**Cc:** Martina Bolano (Mega Tv)  
**Subject:** FW: DLC extension  
**Attachments:** Levine Cava Campaign 8-10-2020.pdf

Hello Diana,  
Happy Friday. Attached is the contract for Levine Cava. Please use email as back up and last NAB Form. Same spot will run.

If you have any questions let me know.

Big hugs,

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**From:** Christian Ulvert [<mailto:christian.ulvert@gmail.com>]  
**Sent:** Friday, August 7, 2020 9:40 AM  
**To:** Victor Guzman (Miami) <[vguzman@sbsmiami.com](mailto:vguzman@sbsmiami.com)>  
**Subject:** DLC extension

See below. Same spot will run.  
If order looks good, I will process payment now.

|      |         |         |         |         |    |         |   |   |   |   |   |       |   |            |            |
|------|---------|---------|---------|---------|----|---------|---|---|---|---|---|-------|---|------------|------------|
| WSBS | 8/10/20 | 8/14/20 | 5.00PM  | 6.00PM  | 30 | MON-FRI | 4 | 1 | 1 | 1 | 1 | \$125 | 4 | \$500.00   |            |
| WSBS |         |         | 8.00PM  | 9.00PM  | 30 | MON-FRI | 5 | 1 | 1 | 1 | 1 | \$985 | 5 | \$4,925.00 |            |
| WSBS |         |         | 11.00PM | 11.30PM | 30 | MON-FRI | 4 | 1 | 1 | 1 | 1 | \$375 | 4 | \$1,500.00 | \$6,925.00 |

**Christian Ulvert**  
**President**  
**EDGE Communications**  
**2929 SW 3rd Avenue**  
**Suite 220**  
**Miami, FL 33129**

(786) 762-4990 ofc  
(305) 336-3631 cell  
[christian.ulvert@gmail.com](mailto:christian.ulvert@gmail.com)

***Victor Guzman***

National Sales Manager for Puerto Rico & SR. Account Executive

SBS Miami Radio

WXDJ-FM EL ZOL 106.7 • WCMQ-FM ZETA 92.3 • WRMA-FM RITMO 95.7

O: 786-394-9275 | M: 786-597-2954 | F: 305-883-1569

If I am not available please contact my sales assistant:

Betziris-Forty-Vazquez [BFvazquez@sbsmiami.com](mailto:BFvazquez@sbsmiami.com)

Local Radio Sales Assistant

786.394.9099 Direct



# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Christian Ulvert, hereby request station time as follows:

|                                |   |
|--------------------------------|---|
| <b>IDENTIFY CANDIDATE TYPE</b> | <input type="checkbox"/> <b>FEDERAL CANDIDATE</b>                   |
|                                | <input checked="" type="checkbox"/> <b>STATE OR LOCAL CANDIDATE</b> |

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

|  |   |
|--|---|
| Candidate name:<br>Daniella Levine Cava  |   |
| Authorized committee:<br>Daniella Levine Cava for Miami-Dade Mayor   |   |
| Agency requesting time (and contact information):<br><input type="checkbox"/> N/A EDGE Communications  |   |
| Candidate's political party:<br>N.A.   |   |
| Office sought (no acronyms or abbreviations):<br>Miami-Dade County Mayor   |   |
| Date of election:<br>August 18, 2020   | <input type="checkbox"/> General <input type="checkbox"/> Primary |
| Treasurer of candidate's authorized committee:<br>Maria Kuhn   |   |
| <p>The undersigned represents that:</p> <p>(1) the payment for the broadcast time requested has been furnished by (check one box below):</p> <p><input checked="" type="checkbox"/> the candidate listed above who is a legally qualified candidate, or</p> <p><input type="checkbox"/> the authorized committee of the legally qualified candidate listed above;</p> <p>(2) this station is authorized to announce the time as paid for by such person or entity; and</p> <p>(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.</p> <p><b>THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.</b></p> |   |

| Candidate/Committee/Agency                           | Station Representative                                   |
|--|--|
| Signature:   | Signature: Victor H Guzman                               |
| Name: <u>Christian Ulvert</u>                        | Name: Victor Hugo Guzman                                 |
| Date of Request to Purchase Ad Time: <u>7/9/2020</u> | Date of Station Agreement to Sell Time: <u>7/16/2020</u> |