

# ORDER



**Orders**  
**Order / Rev:** 577238  
**Alt Order #:**  
**Product Desc:** Miami Dade Mayor's Race  
**Estimate:**  
**Flight Dates:** 08/03/20 - 08/09/20  
**Original Date / Rev:** 07/29/20 / 07/29/20  
**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	08/07/20	15	\$6,750.00	\$5,737.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	15	\$6,750.00	\$5,737.50	0.00
<b>Totals</b>	<b>15</b>	<b>\$6,750.00</b>	<b>\$5,737.50</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	08/03/20	08/09/20	5P-6P M-F Mega Noticiero	CM	5P-6P	11111--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/20	08/09/20	11111--		5				\$125.00		0.00			
N 2	22	08/03/20	08/09/20	8P-9P Ahora con Oscar HAZa	CM	8P-9P	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/20	08/09/20	11111--		5				\$850.00		0.00			
N 3	22	08/03/20	08/09/20	11P-1130P M-F 11P-1130P M-F	CM	11P-1130P	11111--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/03/20	08/09/20	11111--		5				\$375.00		0.00			
													<b>Totals</b>	<b>15</b>	<b>\$6,750.00</b>

## Diana Flores (Mega TV)

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**From:** Victor Guzman (Miami)  
**Sent:** Wednesday, July 29, 2020 11:43 AM  
**To:** Diana Flores (Mega TV)  
**Cc:** Martina Bolano (Mega Tv)  
**Subject:** Levine Cava Campaign Ext order  
**Attachments:** Levine Cava Campaign Ext. 8-3-20.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Diana,

Here is an extension for Levine Cava use clients email below as back-up. Please use same NAB for entered last week. Same spot is running but I will send new PO because of contract #. Let me know if you have any questions?

Thank you

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**From:** Christian Ulvert [<mailto:christian.ulvert@gmail.com>]  
**Sent:** Wednesday, July 29, 2020 11:09 AM  
**To:** Victor Guzman (Miami) <[vguzman@sbsmiami.com](mailto:vguzman@sbsmiami.com)>  
**Subject:** DLC extension order

Victor, see below for contract extension for DLC. 8/3-8/9.  
Same spot will run. Once confirmed, I will make online payment.

8/7/20	5.00PM	6.00PM	30	MON-FRI	5	1	1	1	1	1	\$125	5	\$625.00
	8.00PM	9.00PM	30	MON-FRI	5	1	1	1	1	1	\$850	5	\$4,250.00
	11.00PM	11.30PM	30	MON-FRI	5	1	1	1	1	1	\$375	5	\$1,875.00

**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: Daniella Levine Cava	
Authorized committee: Daniella Levine Cava for Miami-Dade Mayor	
Agency requesting time (and contact information): <input type="checkbox"/> N/A EDGE Communications	
Candidate's political party: N.A.	
Office sought (no acronyms or abbreviations): Miami-Dade County Mayor	
Date of election: August 18, 2020	<input type="checkbox"/> General <input type="checkbox"/> Primary
Treasurer of candidate's authorized committee: 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>