

# ORDER



**Orders**  
**Order / Rev:** 576281  
 Alt Order #:  
**Product Desc:** Miami Dade Mayor's Race  
 Estimate:  
**Flight Dates:** 07/20/20 - 07/31/20  
**Original Date / Rev:** 07/16/20 / 07/16/20  
**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
06/29/20	07/26/20	20	\$7,375.00	\$6,268.75
07/27/20	07/31/20	20	\$7,375.00	\$6,268.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	20	\$7,375.00	\$6,268.75	0.00
August 2020	20	\$7,375.00	\$6,268.75	0.00
<b>Totals</b>	<b>40</b>	<b>\$14,750.00</b>	<b>\$12,537.50</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	07/20/20	07/31/20	5P-6P M-F Mega Noticiero	CM	5P-6P	22222--	:30	10	\$125.00	P-3	0.00	NM	20	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	22222--		10				\$125.00		0.00			
		Week: 07/27/20	08/02/20	22222--		10				\$125.00		0.00			
N 2	22	07/20/20	07/31/20	8P-9P Ahora con Oscar HAZa	CM	8P-9P	11111--	:30	5	\$850.00	P-3	0.00	NM	10	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	11111--		5				\$850.00		0.00			
		Week: 07/27/20	08/02/20	11111--		5				\$850.00		0.00			
N 3	22	07/20/20	07/31/20	11P-1130P M-F 11P-1130P M-F	CM	11P-1130P	11111--	:30	5	\$375.00	P-3	0.00	NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	11111--		5				\$375.00		0.00			
		Week: 07/27/20	08/02/20	11111--		5				\$375.00		0.00			
													<b>Totals</b>	<b>40</b>	<b>\$14,750.00</b>

## Diana Flores (Mega TV)

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**From:** Victor Guzman (Miami)  
**Sent:** Thursday, July 16, 2020 2:50 PM  
**To:** Diana Flores (Mega TV); Martina Bolano (Mega Tv)  
**Subject:** New Levine Cava Campaign Order  
**Attachments:** DLC NAB.pdf; Levine Cava Order 7-16-2020.pdf

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

Client BU is below and Nab & Order attached.

Thank you

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**From:** Christian Ulvert [<mailto:christian.ulvert@gmail.com>]  
**Sent:** Thursday, July 16, 2020 11:44 AM  
**To:** Victor Guzman (Miami) <[vguzman@sbsmiami.com](mailto:vguzman@sbsmiami.com)>  
**Subject:** Levine Cava Campaign Order

Victor,  
Please find below an order for Levine Cava campaign. I have also attached the campaign's NAB form.  
If approved and all looks good, I can go move forward with the online payment.

Traffic: new spot will be shipped today.

WSBS	7/20/20	7/24/20	5.00PM	6.00PM	30	MON-FRI	10	2	2	2	2	2	\$125	10	\$1,250.00	\$14,750.00
WSBS			8.00PM	9.00PM	30	MON-FRI	5	1	1	1	1	1	\$850	5	\$4,250.00	
WSBS			11.00PM	11.30PM	30	MON-FRI	5	1	1	1	1	1	\$375	5	\$1,875.00	
WSBS	7/27/20	7/31/20	5.00PM	6.00PM	30	MON-FRI	10	2	2	2	2	2	\$125	10	\$1,250.00	
WSBS			8.00PM	9.00PM	30	MON-FRI	5	1	1	1	1	1	\$850	5	\$4,250.00	

WSBS	11.00PM	11.30PM	30	FRI MON- FRI	5	1	1	1	1	1	\$375	5	\$1,875.00
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**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)

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**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:

IDENTIFY CANDIDATE TYPE

- FEDERAL CANDIDATE  
 STATE OR LOCAL CANDIDATE

## 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):

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

General

Primary

Treasurer of candidate's authorized committee:

Maria Kuhn

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:

*Christian Ulvert*

Signature:

Name:

*Christian Ulvert*

Name:

Date of Request to Purchase Ad Time:

*7/9/2020*

Date of Station Agreement to Sell Time: