

# ORDER



**Orders**  
**Order / Rev:** 575540  
 Alt Order #:  
 Product Desc:  
 Estimate:  
 Flight Dates: 07/08/20 - 07/12/20  
 Original Date / Rev: 07/07/20 / 07/07/20  
 Order Type: GENERAL

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

**Agency**  
**Name:** AIDEM LLC  
 Buying Contact:  
 Billing Contact:  
 4710 SW 67 AVE # H7  
 Miami, FL 33155

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

**Advertiser**  
**Name:** Alexander "Alex" Penelas For Miami D  
 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	07/10/20	8	\$4,830.00	\$4,105.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	8	\$4,830.00	\$4,105.50	0.00
<b>Totals</b>	<b>8</b>	<b>\$4,830.00</b>	<b>\$4,105.50</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	07/08/20	07/12/20	5P-6P M-F Mega Noticiero	CM	5P-6P	--11---	:30	2	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/06/20	07/12/20	--1----		1		\$250.00		0.00					
N 2	22	07/08/20	07/12/20	4P-5P Oscar Haza RR	CM	4P-5P	--111--	:30	3	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/06/20	07/12/20	---1---		1		\$300.00		0.00					
N 3	22	07/08/20	07/12/20	9P-10P M-F 9P-10P Bayly	CM	9P-10P	--111--	:30	3	\$770.00	P-3	0.00	NM	4	\$3,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/06/20	07/12/20	--121--		4		\$770.00		0.00					
N 4	22	07/08/20	07/12/20	11P-1130P M-F 11P-1130P M-F	CM	11P-1130P	--111--	:30	3	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/06/20	07/12/20	--1-1--		2		\$600.00		0.00					
													<b>Totals</b>	<b>8</b>	<b>\$4,830.00</b>

# CONTRACT



**WSBS**  
 7007 NW 77th Avenue  
 Miami, FL 33166  
 (305)644-4800

[www.spanishbroadcasting.com](http://www.spanishbroadcasting.com)

And:

**AIDEM LLC**  
 4710 SW 67 AVE # H7  
 Miami, FL 33155

<u>Contract / Revision</u> 575540 /		<u>Alt Order #</u>
<u>Advertiser</u> Alexander "Alex" Penelas For Miami Dade Co		<u>Original Date / Revision</u> 07/07/20 / 07/07/20
<u>Contract Dates</u> 07/08/20 - 07/12/20	<u>Estimate #</u>	
<u>Product</u>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSBS	<u>Account Executive</u> Victor Guzman	<u>Sales Office</u> WSBS Local Sa
<u>Special Handling</u>		
<u>Demographic</u> Adults 18-49		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	22	07/08/20	07/12/20	Mega Noticiero	5P-6P		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		07/06/20	07/12/20	--1----	1			\$250.00				
N 2	22	07/08/20	07/12/20	Oscar Haza RR	4P-5P		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		07/06/20	07/12/20	---1---	1			\$300.00				
N 3	22	07/08/20	07/12/20	9P-10P Bayly	9P-10P		:30			NM	4	\$3,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		07/06/20	07/12/20	--121--	4			\$770.00				
N 4	22	07/08/20	07/12/20	11P-1130P M-F	11P-1130P		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		07/06/20	07/12/20	--1-1--	2			\$600.00				
<b>Totals</b>											8	\$4,830.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/29/20 - 07/10/20	8	\$4,830.00	(\$724.50)	\$4,105.50
<b>Totals</b>	8	\$4,830.00	(\$724.50)	\$4,105.50

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

07/07/20

(\* Line Transactions: N = New, E = Edited, D = Deleted)

TERMS AND CONDITIONS: Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to Station the amount of any bills rendered by Station within the time specified and until payment in full is received by Station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to Station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This insertion order is subject to the Terms and Conditions of Advertising Orders ("Terms and Conditions - AO") located at [www.spanishbroadcasting.com/termsandconditionsAO.html](http://www.spanishbroadcasting.com/termsandconditionsAO.html), and such Terms and Conditions - AO are made a part of this insertion order and incorporated by reference. By submitting this Insertion Order via the WideOrbit System, Advertiser, Agency and/or Service represents that it has read and agrees to such "Terms and Conditions - AO" and shall be jointly and severally liable for payment to Media Provider/Station.

\*\*This Media Provider/Station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an 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.\*\*





# Political Broadcast Agreement Form for Candidate Advertisements (PB-19)





## Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

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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](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Julio Ligoria, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

- FEDERAL CANDIDATE  
 STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: Alexander "Alex" Penelas

Authorized committee:

Agency requesting time (and contact information):

N/A

Candidate's political party: Democratic

Office sought (no acronyms or abbreviations): MIAMI-DADE COUNTY Mayor

Date of election: August 18, 2020

General

Primary

Treasurer of candidate's authorized committee:

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

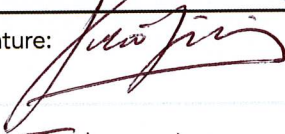
the candidate listed above who is a legally qualified candidate, or

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 (not applicable to federal candidates).

**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: <u>Julio Ligoria</u>	Name:
Date of Request to Purchase Ad Time: <u>07/07/20</u>	Date of Station Agreement to Sell Time: