

# ORDER



**Orders**  
**Order / Rev:** 580976  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** State Senate Race  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 09/07/20 - 09/13/20  
**Original Date / Rev:** 09/03/20 / 09/03/20  
**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:** Jose Javier Rodriguez For State Sena  
**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
08/31/20	09/13/20	21	\$10,150.00	\$8,627.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	21	\$10,150.00	\$8,627.50	0.00
<b>Totals</b>	<b>21</b>	<b>\$10,150.00</b>	<b>\$8,627.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Victor Guzman	MLOC	Local	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	09/08/20	09/13/20	5P-6P M-F Mega Noticiero	CM	5P-6P	-1111--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	-1111--		4				\$250.00		0.00			
N 2	22	09/08/20	09/13/20	7P-8P M-F Carlucho	CM	7P-8P M-F	-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: 09/07/20	09/13/20	-1111--		4				\$375.00		0.00			
N 3	22	09/08/20	09/13/20	8P-9P Ahora con Oscar HAZA	CM	8P-9P	-1111--	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	-1111--		4				\$850.00		0.00			
N 4	22	09/08/20	09/13/20	10p-11p 10P-11P	CM	10P-11P	-1111--	:30	4	\$650.00	P-3	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	-1111--		4				\$650.00		0.00			
N 5	22	09/08/20	09/13/20	11P-1130P M-F 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: 09/07/20	09/13/20	-1111--		4				\$375.00		0.00			
N 6	22	09/08/20	09/13/20		CM	8P-9P	-----1	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00

Order / Rev: 580976  
 Alt Order #: \_\_\_\_\_  
 Flight Dates: 09/07/20 - 09/13/20

Advertiser: Jose Javier Rodriguez For State Senate  
 Product Desc: State Senate Race  
 Estimate: \_\_\_\_\_

**WSBS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8P-9P Sun											
				Mega Especiales											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/20	09/13/20	-----1					1	\$150.00		0.00			
													Totals	21	\$10,150.00

# CONTRACT



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

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

And:

**Edge Communications**  
 Attention: Christian Ulvert  
 2929 SW 3rd Ave, Suite 220  
 Miami, FL 33129

<u>Contract / Revision</u> 580976 /		<u>Alt Order #</u>
<u>Advertiser</u> Jose Javier Rodriguez For State Senate		<u>Original Date / Revision</u> 09/03/20 / 09/03/20
<u>Contract Dates</u> 09/07/20 - 09/13/20	<u>Estimate #</u>	
<u>Product</u> State Senate Race		
<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> Cash in Advance		
<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	09/08/20	09/13/20	Mega Noticiero	5P-6P		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/07/20	09/13/20	- 1111 - -				4	\$250.00			
N 2	22	09/08/20	09/13/20	Carlucho	7P-8P M-F		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/07/20	09/13/20	- 1111 - -				4	\$375.00			
N 3	22	09/08/20	09/13/20	Ahora con Oscar HAZA	8P-9P		:30			NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/07/20	09/13/20	- 1111 - -				4	\$850.00			
N 4	22	09/08/20	09/13/20	10P-11P	10P-11P		:30			NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/07/20	09/13/20	- 1111 - -				4	\$650.00			
N 5	22	09/08/20	09/13/20	11P-1130P M-F	11P-1130P		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/07/20	09/13/20	- 1111 - -				4	\$375.00			
N 6	22	09/08/20	09/13/20	Mega Especiales	8P-9P		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/07/20	09/13/20	- - - - - 1				1	\$150.00			
<b>Totals</b>											<b>21</b>	<b>\$10,150.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/31/20 - 09/13/20	21	\$10,150.00	(\$1,522.50)	\$8,627.50
<b>Totals</b>	<b>21</b>	<b>\$10,150.00</b>	<b>(\$1,522.50)</b>	<b>\$8,627.50</b>

(\* 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.\*\*



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<u>Contract / Revision</u>	<u>Alt Order #</u>
580976 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Jose Javier Rodriguez For State Senate	09/03/20 / 09/03/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/07/20 - 09/13/20	State Senate Race	

Signature:  Date: 9/3/2020

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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.

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# 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:

Jose Javier Rodriguez

Authorized committee:

Jose Javier Rodriguez Campaign Committee

Agency requesting time (and contact information):

N/A

Candidate's political party:

Democratic Party

Office sought (no acronyms or abbreviations):

State Senate District 37

Date of election:

November 3, 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 (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: Christian Ulvert	Name: Victor Guzman
Date of Request to Purchase Ad Time: 8/25/2020	Date of Station Agreement to Sell Time: 9/3/2020