

ORDER



Orders
Order / Rev: 575415POL
Alt Order #: _____
Product Desc: _____
Estimate: _____
Flight Dates: 10/29/20 - 11/02/20
Original Date / Rev: 10/28/20 / 10/28/20
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
10/26/20	11/02/20	10	\$7,125.00	\$6,056.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	10	\$7,125.00	\$6,056.25	0.00
Totals	10	\$7,125.00	\$6,056.25	0.00

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	11/02/20	11/02/20	5P-11P M-Su 6:30p-7:30p Carlucho	CM	6:30p-7:30p Carlucho (6:30 PM-7:30 PM)	1-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/20	11/08/20	1-----		1				\$375.00		0.00			
N 2	22	10/29/20	11/02/20	7P-9P M-F ROS 7:30P-9P Oscar Haza	CM	7:30P-9P Oscar Haza (7:30 PM-9:00 PM)	1--11--	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	---11--		2				\$850.00		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$850.00		0.00			
N 3	22	10/29/20	11/02/20	9P-10P M-F 9P-10P M-F	CM	9P-10P	1--11--	:30	3	\$750.00	P-3	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	---11--		2				\$750.00		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$750.00		0.00			
N 4	22	10/29/20	11/02/20	10p-11p 10P-11P Cala	CM	10P-11P	1--11--	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	---11--		2				\$650.00		0.00			
		Week: 11/02/20	11/08/20	1-----		1				\$650.00		0.00			
													Totals	10	\$7,125.00

Order NEW ORDER	Monday	Tuesday	Wednesday	Thursday	Friday	Monday
Jose Javier Rodriguez For Senate	Oct. 26	Oct. 27	Oct. 28	Oct. 29	Oct. 30	Nov. 2
6:30p - 7:30p Carlucho						1
7:30p-9p Oscar Haza				1	1	1
9p-10p Bayly				1	1	1
10p-11p Cala				1	1	1

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\$375		
\$850		
\$750		
\$650		
RAND TOTAL \$7125 Gross		

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, _____, 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- Florida Democratic Legislative Campaign Committee

Authorized committee:

Florida Democratic Legislative Campaign Committee

Agency requesting time (and contact information):

N/A EDGE Communications

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:

Mark Herron

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: 9/18/20	Date of Station Agreement to Sell Time: 9/18/20