

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

BEND OREGON

Date:

9-12-18

I, Bill Mosely
being/on behalf of: Committee for Bend Leadership
a legally qualified candidate of the Nonpartisan
political party for the office of: Mayor for City of Bend
in the 2018 Fall General Election
election to be held on: Nov 6 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached			KBND 1 KLRY 3 KMTK 3 KTWS 1		

Attach proposed schedule with charges (if available):

\$7,687-

I represent that the payment for the above described broadcast time has been furnished by:

Committee for Beal Leadership

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Dana Billingsley

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

09/12/18

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Bob King

Printed Name

9-12-18

Title

Bill Moseley for Bend Mayor 100%

From: Bob King
 Phone: (541) 585-3533
 Email: bob@combinedcommunications.com
 9/11/2018 5:56 PM

Flight Dates: 09/26/2018 - 11/01/2018

Demo: P 18+

Radio Market: BEND, OR
 Survey: SP18 / FA17
 Geography: Metro

Daypart	Spots	Length	Unit Rate	Total Cost	GRPs	Net Reach	Frequency	GIs
Radio Total	399		\$19.27	\$7,687.00	248.9	94,700	4.7	403,208
BEND-AM	111		\$21.32	\$2,367.00	75.7	24,500	5.7	138,800
Flight A - 1 wk (09/24)								
One Week Total	16		\$18.88	\$302.00	9.9	9,300	2.0	18,500
	16		\$18.88	\$302.00	9.9	9,300	2.0	18,500
W-F 6A-10A	3	60	\$30.00	\$90.00	3.0	4,200	1.4	5,700
W-F 3P-7P	3	60	\$30.00	\$90.00	1.5	2,400	1.3	3,000
Sa 10A-3P	3	60	\$10.00	\$30.00	0.9	1,000	1.8	1,800
W-F 6A-7P	4	60	\$18.00	\$72.00	4.0	5,500	1.3	7,200
W-F 7P-9P	1	60	\$5.00	\$5.00	0.2	300	1.0	300
Sa-Su 6A-7P	1	60	\$10.00	\$10.00	0.2	400	1.0	400
Sa-Su 7P-9P	1	60	\$5.00	\$5.00	0.1	100	1.0	100
Flight A - 4 wks (10/01, 10/08, 10/15, 10/22)								
One Week Total	80		\$21.10	\$1,688.00	53.6	22,900	4.2	97,200
	20		\$21.10	\$422.00	13.4	10,600	2.3	24,300
MF 6A-10A	5	60	\$30.00	\$150.00	5.0	5,800	1.6	9,000
MF 3P-7P	5	60	\$30.00	\$150.00	3.0	3,600	1.5	5,500
Sa 10A-3P	3	60	\$10.00	\$30.00	0.9	1,000	1.8	1,800
MF 6A-7P	4	60	\$18.00	\$72.00	4.0	5,500	1.3	7,200
MF 7P-9P	1	60	\$5.00	\$5.00	0.2	300	1.0	300
Sa-Su 6A-7P	1	60	\$10.00	\$10.00	0.2	400	1.0	400
Sa-Su 7P-9P	1	60	\$5.00	\$5.00	0.1	100	1.0	100
Flight A - 1 wk (10/29)								
One Week Total	15		\$25.13	\$377.00	12.2	10,000	2.3	22,900
	15		\$25.13	\$377.00	12.2	10,000	2.3	22,900

The first demo listed is the Primary Demo.
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Bill Moseley for Bend Mayor 100%

From: Bob King
 Phone: (541) 585-3533
 Email: bob@combinedcommunications.com
 9/11/2018 5:56 PM

Daypart	Length	Spots	Unit Rate	Total Cost	GRPs	Net Reach	Frequency	Gls
KAD-AM (continued)								
M-Th 6A-10A	5:60		\$30.00	\$150.00	5.0	5,700	1.7	9,500
M-Th 3P-7P	5:60		\$30.00	\$150.00	3.0	3,600	1.5	5,500
M-Th 6A-7P	4:60		\$18.00	\$72.00	4.0	5,600	1.4	7,600
M-Th 7P-9P	1:60		\$5.00	\$5.00	0.2	300	1.0	300
		106	\$10.76	\$1,143.00	32.5	19,100	3.3	62,500
KLRR-FM								
Flight A - 1 wk (09/24)								
	19		\$10.32	\$196.00	5.2	6,200	1.7	10,400
One Week Total	19		\$10.32	\$196.00	5.2	6,200	1.7	10,400
Sa 10A-3P	6:60		\$10.00	\$60.00	1.8	1,900	1.9	3,600
W-F 6A-7P	4:60		\$15.00	\$60.00	1.6	2,800	1.1	3,200
W-F 7P-9P	2:60		\$8.00	\$16.00	0.4	600	1.3	800
Sa-Su 6A-7P	5:60		\$10.00	\$50.00	1.0	1,700	1.2	2,000
Sa-Su 7P-9P	2:60		\$5.00	\$10.00	0.4	600	1.3	800
Flight A - 4 wks (10/01, 10/08, 10/15, 10/22)								
	80		\$10.70	\$856.00	24.4	17,400	2.7	46,800
One Week Total	20		\$10.70	\$214.00	6.1	6,800	1.7	11,700
Sa 10A-3P	6:60		\$10.00	\$60.00	1.8	1,900	1.9	3,600
M-F 6A-7P	5:60		\$15.00	\$75.00	2.5	3,400	1.3	4,500
M-F 7P-9P	3:60		\$8.00	\$24.00	0.6	900	1.3	1,200
Sa-Su 6A-7P	5:60		\$10.00	\$50.00	1.0	1,700	1.2	2,000
Sa-Su 7P-9P	1:60		\$5.00	\$5.00	0.2	400	1.0	400
Flight A - 1 wk (09/24)								
	7		\$13.00	\$91.00	2.9	3,900	1.4	5,300
One Week Total	7		\$13.00	\$91.00	2.9	3,900	1.4	5,300
M-Th 6A-7P	5:60		\$15.00	\$75.00	2.5	3,500	1.3	4,500
M-Th 7P-9P	2:60		\$8.00	\$16.00	0.4	700	1.1	800
	76		\$13.49	\$1,052.00	40.8	21,400	3.6	76,200
KMTK-FM								
Flight A - 1 wk (09/24)								
	12		\$12.33	\$148.00	6.5	7,000	1.7	12,100

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Bill Moseley for Bend Mayor 100%

From: Bob King
 Phone: (541) 585-3533
 Email: bob@combinedcommunications.com
 9/11/2018 5:56 PM

TAPSCAN

Station	Daypart	Spots	Length	Unit Rate	Total Cost	GPPs	Net Reach	Frequency	GIs
KMTK-FM (continued)									
One Week Total									
	Sa 10A-3P	12	3:30	\$12.33	\$148.00	6.5	7,000	1.7	12,100
	W-F 6A-7P	4:30	3:00	\$10.00	\$30.00	2.7	3,100	1.6	5,100
	W-F 7P-9P	1:30	1:00	\$20.00	\$80.00	2.4	3,500	1.3	4,400
	Sa-Su 6A-7P	2:30	2:00	\$8.00	\$8.00	0.0	0	0.0	0
	Sa-Su 7P-9P	2:30	2:00	\$10.00	\$20.00	1.0	1,700	1.2	2,000
	Sa-Su 7P-9P	2:30	2:00	\$5.00	\$10.00	0.4	500	1.2	600
Flight A - 4 wks (10/01, 10/08, 10/15, 10/22)									
		60		\$13.27	\$796.00	31.2	19,700	3.0	58,400
One Week Total									
	Sa 10A-3P	15	3:30	\$13.27	\$199.00	7.8	8,200	1.8	14,600
	W-F 6A-7P	6:30	3:00	\$10.00	\$30.00	2.7	3,100	1.6	5,100
	W-F 7P-9P	3:30	1:00	\$20.00	\$120.00	3.6	4,900	1.3	6,600
	Sa-Su 6A-7P	2:30	2:00	\$8.00	\$24.00	0.3	400	1.5	600
	Sa-Su 7P-9P	1:30	1:00	\$10.00	\$20.00	1.0	1,700	1.2	2,000
	Sa-Su 7P-9P	1:30	1:00	\$5.00	\$5.00	0.2	300	1.0	300
Flight A - 1 wk (10/29)									
		6		\$18.00	\$108.00	3.1	4,400	1.3	5,700
One Week Total									
	W-Th 6A-7P	5:30	3:00	\$18.00	\$108.00	3.1	4,400	1.3	5,700
	W-Th 7P-9P	1:30	1:00	\$20.00	\$100.00	3.0	4,300	1.3	5,500
	W-Th 7P-9P	1:30	1:00	\$8.00	\$8.00	0.1	200	1.0	200
		104		\$30.05	\$3,125.00	98.6	34,100	0.2	165,900
KTWS-FM									
Flight A - 1 wk (09/24)									
		17		\$27.24	\$463.00	15.3	12,200	2.3	28,500
One Week Total									
	W-F 6A-10A	3:30	3:00	\$27.24	\$463.00	15.3	12,200	2.3	28,500
	W-F 3P-7P	3:30	3:00	\$48.00	\$144.00	3.6	4,800	1.4	6,900
	Sa 10A-3P	1:30	1:00	\$48.00	\$144.00	3.3	4,700	1.3	6,000
	W-F 6A-7P	4:30	4:00	\$13.00	\$13.00	1.2	2,200	1.0	2,200
	W-F 7P-9P	2:30	2:00	\$25.00	\$100.00	5.2	6,900	1.4	9,600
	Sa-Su 6A-7P	2:30	2:00	\$10.00	\$20.00	0.6	1,000	1.2	1,200
	Sa-Su 6A-7P	2:30	2:00	\$13.00	\$26.00	1.0	1,800	1.1	2,000

The first demo listed is the Primary Demo.
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Bill Moseley for Bend Mayor 100%

From: Bob King
 Phone: (541) 585-3533
 Email: bob@combinedcommunications.com
 9/11/2018 5:56 PM

KTWS-FM (continued)	Daypart	Spots	Length	Unit Rate	Total Cost	GRPs	Net Reach	Frequency	GLs
Flight A - 4 wks (10/01, 10/08, 10/15, 10/22)	Sa-Su 7P-9P	2	1:00	\$8.00	\$16.00	0.4	600	1.0	600
One Week Total		72		\$29.94	\$2,156.00	69.2	28,200	4.6	128,800
		18		\$29.94	\$539.00	17.3	13,500	2.4	32,200
	M-F 6A-10A	4	1:00	\$48.00	\$192.00	4.8	5,800	1.6	9,200
	M-F 3P-7P	4	1:00	\$48.00	\$192.00	4.0	5,500	1.3	7,200
	Sa 10A-3P	3	1:00	\$13.00	\$39.00	3.6	3,800	1.7	6,600
	M-F 6A-7P	3	1:00	\$25.00	\$75.00	3.6	5,600	1.2	6,900
	M-F 7P-9P	2	1:00	\$10.00	\$20.00	0.8	900	1.1	1,000
	Sa-Su 6A-7P	1	1:00	\$13.00	\$13.00	0.5	1,000	1.0	1,000
	Sa-Su 7P-9P	1	1:00	\$8.00	\$8.00	0.2	300	1.0	300
Flight A - 1 wk (10/29)		15		\$33.73	\$506.00	15.4	12,000	2.4	28,600
One Week Total		15		\$33.73	\$506.00	15.4	12,000	2.4	28,600
	M-Th 6A-10A	4	1:00	\$48.00	\$192.00	4.8	5,700	1.6	9,200
	M-Th 3P-7P	3	1:00	\$48.00	\$144.00	3.0	4,200	1.3	5,400
	M-Th 6A-7P	6	1:00	\$25.00	\$150.00	7.2	8,400	1.6	13,200
	M-Th 7P-9P	2	1:00	\$10.00	\$20.00	0.4	700	1.1	800

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Bill Moseley for Bend Mayor 100%

TAPSCAN

From: Bob King
 Phone: (541) 585-3533
 Email: bob@combinedcommunications.com
 9/11/2018 5:56 PM

Schedule Grand Totals: 6 Weeks

Stations	Spots	Unit Rate	Total Cost	GRPs	Net Reach	Frequency	Gls
Radio Total	399	\$19.27	\$7,687.00	248.9	98,700	4.7	463,200
KQND-AM	111	\$21.32	\$2,367.00	75.7	24,500	5.7	130,600
KLRR-FM	106	\$10.78	\$1,143.00	32.6	19,100	3.3	62,500
KMTK-FM	78	\$13.48	\$1,052.00	40.8	21,400	3.6	76,200
KTWS-FM	104	\$30.05	\$3,125.00	99.9	30,100	6.2	185,600

Accepted by Station

Date

Accepted by Client

Date

This 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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Detailed Sourcing Summary

Radio Market: BEND, OR
Survey: Average of Nielsen Radio Spring 2018, Nielsen Radio Fall 2017
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	185,000	1,091

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The Intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the survey area. Monday-Sunday Midnight-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will force report the station as long as credited listening is received from at least one panelist or diary keeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<https://ebook.nielsen.com/secure/RR8/2018SPB/0436/pdfs/SpecialNotices.pdf>

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