

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sheri Sadler, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☐ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: Sadler Strategic Media

Address: 12103 Viewcrest Road

Contact: Sheri Sadler

Phone number: 818-506-5443

Email: sheri@sadlerstrategic.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: SEE LETTER OF AUTHORIZATION

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

SEE LETTER OF AUTHORIZATION

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☐ N/A

Name(s) of every candidate referred to: SEE LETTER OF AUTHORIZATION

Office(s) sought by such candidate(s) (no acronyms or abbreviations): SEE LETTER OF AUTHORIZATION

Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A

SEE LETTER OF AUTHORIZATION

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor

Signature: *Sheri Sadler*

Name: Sheri Sadler

Date of Request to Purchase Ad Time:

Station Representative

Signature: *Laura Tate*

Name: *Laura Tate*

Date of Station Agreement to Sell Time: *9/11/20*

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?

☒ Yes

☐ No

Date ad received:

9/11/20

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:



Accepted



Accepted IN PART (e.g., ad not received to determine content)*



Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:

12170

Station Call Letters:

KRED-FM

Date Received/Requested:

9/11/20

Est. #:

2428

Station Location:

Eureka, CA

Run Start and End Dates:

9/14 - 11/1/20

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

LETTER OF AUTHORIZATION

Family Farmers Against Prop 15 - Stop Higher Food Taxes
2600 River Plaza Drive
Sacramento, CA 95833

August 31, 2020

Sheri Sadler
Sadler Strategic Media, Inc.
12103 Viewcrest Road
Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent the "Family Farmers Against Prop 15 - Stop Higher Food Taxes". Our official information is as follows:

Name: Family Farmers Against Prop 15 - Stop Higher Food Taxes
Address: 2600 River Plaza Drive, Sacramento, CA 95833
Phone: (916) 561-5520
Fax: (916) 442-759
Name of Chairman
Name of Treasurer: Ashlee N. Titus
FPPC I.D. #1426379


If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):

Name__ Mark Dawson_____ Title__ Principal Officer_____

Name__ Shannon Douglass_____ Title__ Principal Officer _____

Name__ Jim Houston_____ Title__ Principal Officer _____

Name__ Jamie Johansson_____ Title__ Principal Officer _____



Signature (Can be any authorized agent)
Ashlee N. Titus
Treasurer

STATION:	KRED-FM	ORDER#:	3176646	DATE:	09/10/2020
MARKET:	UM - Eureka, CA	AMOUNT:	\$4,376.00	AGENCY:	SADLER STRATEGIC MEDIA INC
REP:	Local Focus Radio	SPOTS:	185		12103 VIEWCREST RD
					STUDIO CITY, CA 91604
MOD:	Stn Ver: 1 Last:				
SALES OFFICE:	LOS ANGELES	SLS PH:	323 680 4340	BUYER:	Rosa Lozano
SALESPERSON:	Scott Brody/LA	SLS FAX:	323-638-2221		
SLS EMAIL:	Scott.Brody@GenMediaPartners.com				
AGENCY:	SADLER STRATEGIC MEDIA INC	AGY CLI:		CONTRACT # FOR INVOICING	4387679
ADVERTISER:	Family Farmers Against Prop 15	AGY PRD:		INVOICE:	SADLER STRATEGIC MEDIA INC
					12103 VIEWCREST RD
PRODUCT:	//2428 PROP 15	AGY EST:	2428		STUDIO CITY, CA 91604
FLIGHT:	09-14-2020 TO 11/1/2020	[]Unwired [X]Spot []Mod			
TOT # OF WEEKS:	7				
PRIM. DEMO:	Adults 25-54	[X]Cash []Trade			
SEC. DEMO:		SPOT TYPE:		LAST SENT:	09/10/2020 17:59

COMMENTS

[Rep Comment] 09/10/2020: ** THIS IS A NEW ORDER. ** MUST CONFIRM WITHIN 24HRS ** PLEASE CONFIRM *TODAY* IN RADIO EXCHANGE OR TO dana.lacey@genmediapartners.com. THANKS DANA **

Send invoices electronically. EMediaTrade: EMT12726

Invoices are required; even for orders paid for in advance.

WEEK#1-WEEK#2 9/14/2020 To 9/27/2020 WK TOT \$708.00 WK TOTAL SPOTS 30

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		MTWTF..	6:00AM	10:00AM	60	9/14/2020	9/25/2020	8	\$24	\$192
	2		MTWTF..	10:00AM	3:00PM	60	9/14/2020	9/25/2020	8	\$24	\$192
	3		MTWTF..	3:00PM	7:00PM	60	9/14/2020	9/25/2020	8	\$24	\$192
	4	S.	10:00AM	7:00PM	60	9/19/2020	9/26/2020	3	\$22	\$66
	5	S	10:00AM	7:00PM	60	9/20/2020	9/27/2020	3	\$22	\$66

Line 1 => Scott

STATION:	KRED-FM	ORDER#:	3176646	DATE:	09/10/2020
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REP:	Local Focus Radio	SPOTS:	185		12103 VIEWCREST RD
					STUDIO CITY, CA 91604
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SALES OFFICE:	LOS ANGELES	SLS PH:	323 680 4340	BUYER:	Rosa Lozano
SALESPERSON:	Scott Brody/LA	SLS FAX:	323-638-2221		
SLS EMAIL:	Scott.Brody@GenMediaPartners.com				
AGENCY:	SADLER STRATEGIC MEDIA INC	AGY CLI:		CONTRACT # FOR INVOICING	4387679
ADVERTISER:	Family Farmers Against Prop 15	AGY PRD:		INVOICE:	SADLER STRATEGIC MEDIA INC
					12103 VIEWCREST RD
PRODUCT:	//2428 PROP 15	AGY EST:	2428		STUDIO CITY, CA 91604
FLIGHT:	09-14-2020 TO 11/1/2020		[]Unwired [X]Spot []Mod		
TOT # OF WEEKS:	7				
PRIM. DEMO:	Adults 25-54		[X]Cash []Trade		
SEC. DEMO:		SPOT TYPE:		LAST SENT:	09/10/2020 17:59

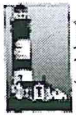
WEEK#3-WEEK#7 9/28/2020 To 11/1/2020 WK TOT \$592.00 WK TOTAL SPOTS 25

MC	LN	SPT TYP	DAYS	START	END TIME	LEN	START	STOP	SP/WK	RATE	WEEKLY TOTAL
	1		MTWTF..	6:00AM	10:00AM	60	9/28/2020	10/30/2020	7	\$24	\$168
	2		MTWTF..	10:00AM	3:00PM	60	9/28/2020	10/30/2020	7	\$24	\$168
	3		MTWTF..	3:00PM	7:00PM	60	9/28/2020	10/30/2020	7	\$24	\$168
	4	S.	10:00AM	7:00PM	60	10/3/2020	10/31/2020	2	\$22	\$44
	5	S	10:00AM	7:00PM	60	10/4/2020	11/1/2020	2	\$22	\$44

Line 1 => Scott

TOTAL	Sep	Oct	Nov											Total
SPOT	60	100	25											185
CASH	1,416.00	2,368.00	592.00											4,376.00
TOTAL	1,416.00	2,368.00	592.00											4,376.00

Confirmation



**BICOASTAL
MEDIA, LLC.**

KRED-FM
5640 South Broadway
Eureka CA 95503
707-442-2000

Contract # 12170
Date Entered 09/11/2020
Sales Person GEN MEDIA PARTNERS NATIONAL REP
Billing Cycle Broadcast
Revenue Source National/Political
Revenue Type Cash
Conflict 1 Political/Issue
Estimate # 2428|0|0
Contract 09/14/2020 - 11/01/2020

FAMILY FARMERS AGAINST PROP 15 C/O SADLER
STRATEGIC MEDIA
12103 VIEWCREST ROAD
STUDIO CITY CA 91604

Station	Date/Time	Len	Schedule	Repeated	P	Avail Type	Rate	Qty	Total
KRED-FM	09/14/2020-09/18/2020 6:00a-10:00a	01:00	2,2,1,1,2,0,0		5	Commercial	24.00	8	192.00
KRED-FM	09/21/2020-09/25/2020 6:00a-10:00a	01:00	2,2,1,2,1,0,0		5	Commercial	24.00	8	192.00
KRED-FM	09/28/2020-10/02/2020 6:00a-10:00a	01:00	2,2,1,1,1,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/05/2020-10/09/2020 6:00a-10:00a	01:00	2,2,1,1,1,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/12/2020-10/16/2020 6:00a-10:00a	01:00	2,2,1,1,1,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/19/2020-10/23/2020 6:00a-10:00a	01:00	2,2,1,1,1,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/26/2020-10/30/2020 6:00a-10:00a	01:00	2,2,1,1,1,0,0		5	Commercial	24.00	7	168.00
KRED-FM	09/14/2020-09/18/2020 10:00a-3:00p	01:00	1,1,2,2,2,0,0		5	Commercial	24.00	8	192.00
KRED-FM	09/21/2020-09/25/2020 10:00a-3:00p	01:00	1,1,2,2,2,0,0		5	Commercial	24.00	8	192.00
KRED-FM	09/28/2020-10/02/2020 10:00a-3:00p	01:00	1,1,1,2,2,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/05/2020-10/09/2020 10:00a-3:00p	01:00	1,1,1,2,2,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/12/2020-10/16/2020 10:00a-3:00p	01:00	1,1,1,2,2,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/19/2020-10/23/2020 10:00a-3:00p	01:00	1,1,1,2,2,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/26/2020-10/30/2020 10:00a-3:00p	01:00	1,1,1,2,2,0,0		5	Commercial	24.00	7	168.00
KRED-FM	09/14/2020-09/18/2020 3:00p-7:00p	01:00	2,2,1,1,2,0,0		5	Commercial	24.00	8	192.00
KRED-FM	09/21/2020-09/25/2020 3:00p-7:00p	01:00	2,2,1,2,1,0,0		5	Commercial	24.00	8	192.00
KRED-FM	09/28/2020-10/02/2020 3:00p-7:00p	01:00	2,2,1,1,1,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/05/2020-10/09/2020 3:00p-7:00p	01:00	2,2,1,1,1,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/12/2020-10/16/2020 3:00p-7:00p	01:00	2,2,1,1,1,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/19/2020-10/23/2020 3:00p-7:00p	01:00	2,2,1,1,1,0,0		5	Commercial	24.00	7	168.00
KRED-FM	10/26/2020-10/30/2020 3:00p-7:00p	01:00	2,2,1,1,1,0,0		5	Commercial	24.00	7	168.00
KRED-FM	09/14/2020-09/20/2020 10:00a-7:00p	01:00	0,0,0,0,0,3,3		5	Commercial	22.00	6	132.00

Customer _____ Sales Person _____

Confirmation

Station	Date/Time	Len	Schedule	Repeated	P	Avail Type	Rate	Qty	Total
KRED-FM	09/21/2020-09/27/2020 10:00a-7:00p	01:00	0,0,0,0,0,3,3		5	Commercial	22.00	6	132.00
KRED-FM	09/28/2020-10/04/2020 10:00a-7:00p	01:00	0,0,0,0,0,2,2		5	Commercial	22.00	4	88.00
KRED-FM	10/05/2020-10/11/2020 10:00a-7:00p	01:00	0,0,0,0,0,2,2		5	Commercial	22.00	4	88.00
KRED-FM	10/12/2020-10/18/2020 10:00a-7:00p	01:00	0,0,0,0,0,2,2		5	Commercial	22.00	4	88.00
KRED-FM	10/19/2020-10/25/2020 10:00a-7:00p	01:00	0,0,0,0,0,2,2		5	Commercial	22.00	4	88.00
KRED-FM	10/26/2020-11/01/2020 10:00a-7:00p	01:00	0,0,0,0,0,2,2		5	Commercial	22.00	4	88.00
Subtotal									4376.00
Agency Commission									656.40
Total									3719.60

Projected Billing		Count	Gross	Net
September	2020	60	1416.00	1203.60
October	2020	100	2368.00	2012.80
November	2020	25	592.00	503.20
		185	4376.00	3719.60

Customer _____ Sales Person _____