

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	Station Representative
Signature: <i>Sheri Sadler</i>	Signature: <i>Laurie D. Tate</i>
Name: Sheri Sadler	Name: <i>Laurie Tate</i>
Date of Request to Purchase Ad Time: <i>10/14/20</i>	Date of Station Agreement to Sell Time: <i>10/14/20</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: *10/15/20*

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 #: <i>12311</i>	Station Call Letters: <i>KRED-FM</i>	Date Received/Requested: <i>10/14/20</i>
Est. #: <i>2462</i>	Station Location: <i>Eureka, CA</i>	Run Start and End Dates: <i>10/19 - 11/1/20</i>

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

October 9, 2020

Robin Swanson
Californians for Consumer Privacy
1020 16th Street #31
Sacramento, CA 95814

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

Dear Ms. Sadler:

Please accept this letter as authorization to represent *Yes on Prop 24, Californians for Consumer Privacy* campaign. Our official information is as follows:

Name Robin Swanson
Address 1020 16th Street #31
Phone 916-204-6890
Name of Chairman: Alastair Mactaggart
Name of Treasurer: Rick Arney
FEDERAL I.D.# 82-3783368

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):

Alastair Mactaggart - Chair, Californians for Consumer Privacy

Celine Mactaggart, Co-Chair, Californians for Consumer Privacy

Rick Arney, Treasurer, Californians for Consumer Privacy

Robin Swanson, General Consultant, Californians for Consumer Privacy

STATION:	KRED-FM	ORDER#:	3178529	DATE:	10/14/2020
MARKET:	UM - Eureka, CA	AMOUNT:	\$1,236.00	AGENCY:	SADLER STRATEGIC MEDIA INC
REP:	Local Focus Radio	SPOTS:	60		12103 VIEWCREST RD
MOD:	Stn Ver: 1 Last:				STUDIO CITY, CA 91604
SALES OFFICE:	LOS ANGELES	SLS PH:	323 680 4340	BUYER:	Melinda Richman
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	4391247
ADVERTISER:	Yes on 24	AGY PRD:		INVOICE:	SADLER STRATEGIC MEDIA INC
PRODUCT:	10/13-10/25 CONSUMER PRIVACY EST#2462	AGY EST:	2462		12103 VIEWCREST RD
FLIGHT:	10-19-2020 TO 11/1/2020		[]Unwired [X]Spot []Mod		STUDIO CITY, CA 91604
TOT # OF WEEKS:	2				
PRIM. DEMO:	Adults 35+		[X]Cash []Trade		
SEC. DEMO:		SPOT TYPE:		LAST SENT:	10/14/2020 16:52

COMMENTS

[Rep Comment] 10/14/2020: NEW ORDER- PLEASE CONFIRM IN RADIO EXCHANGE OR TO HOLLY.CAPELLE@GENMEDIAPARTNERS.COM

Send invoices electronically. EMediaTrade: EMT12726; Marketron: 241174

WEEK#1-WEEK#2 10/19/2020 To 11/1/2020 WK TOT \$618.00 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	30	10/19/2020	10/30/2020	8	\$21	\$168
	2		MTWTF..	10:00AM	3:00PM	30	10/19/2020	10/30/2020	8	\$21	\$168
	3		MTWTF..	3:00PM	7:00PM	30	10/19/2020	10/30/2020	8	\$21	\$168
	4	S.	10:00AM	7:00PM	30	10/24/2020	10/31/2020	3	\$19	\$57
	5	S	10:00AM	7:00PM	30	10/25/2020	11/1/2020	3	\$19	\$57

Line 1 => Scott

TOTAL	Oct	Nov												Total
SPOT	30	30												60
CASH	618.00	618.00												1,236.00
TOTAL	618.00	618.00												1,236.00

Confirmation



**BICOASTAL
MEDIA, LLC.**

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

Contract # 12311
Date Entered 10/15/2020
Sales Person GEN MEDIA PARTNERS NATIONAL REP
Billing Cycle Broadcast
Revenue Source National/Political
Revenue Type Cash
Conflict 1 Political/Issue
Estimate # 246200
Contract 10/19/2020 - 11/01/2020

YES ON 24 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	10/19/2020-10/30/2020 6:00a-10:00a	00:30	2,2,2,1,1,0,0	All Weeks	5	Commercial	21.00	16	336.00
KRED-FM	10/19/2020-10/30/2020 10:00a-3:00p	00:30	1,1,2,2,2,0,0	All Weeks	5	Commercial	21.00	16	336.00
KRED-FM	10/19/2020-10/30/2020 3:00p-7:00p	00:30	2,2,2,1,1,0,0	All Weeks	5	Commercial	21.00	16	336.00
KRED-FM	10/19/2020-11/01/2020 10:00a-7:00p	00:30	0,0,0,0,0,3,3	All Weeks	5	Commercial	19.00	12	228.00
Subtotal									1236.00
Agency Commission									185.40
Total									1050.60

Projected Billing		Count	Gross	Net
October	2020	30	618.00	525.30
November	2020	30	618.00	525.30
		60	1236.00	1050.60

Customer _____ Sales Person _____