

## 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**

|   |  |
|---|--|
| <b>Station and Location:</b><br><div style="font-size: 1.5em; font-family: cursive;">KTLM</div> | <b>Date:</b><br><div style="font-size: 1.5em; font-family: cursive;">2/20/18</div> |
|---|--|

I, Lisa Cabanel,  
Ryan Guillen  
 being/on behalf of: \_\_\_\_\_,  
 a legally qualified candidate of the Democratic  
State Representative of Texas  
 political party for the office of: \_\_\_\_\_  
 in the Primary  
 election to be held on: March 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 |
|---|----------------------------------|------|-------|----------------|-----------------|
| <div style="font-size: 1.5em; font-family: cursive;">Gross \$ 9695<sup>00</sup>      Net. \$ 8,240.75</div> |                                  |      |       |                |                 |

**Attach proposed schedule with charges (if available):**

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

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:  
Dalinda Guillen

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*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

*To Be Signed By Station Representative*

☐ Accepted  
\_\_\_\_\_  
Signature

☐ Accepted in Part  
William Rosales  
\_\_\_\_\_  
Printed Name

☐ Rejected  
VPoS  
\_\_\_\_\_  
Title

**POLITICAL INQUIRY RECORD:  
FEDERAL, STATE & LOCAL CANDIDATE ADS  
ALL QUESTIONS MUST BE ANSWERED**

- ☐ Federal Candidate  
☒ State or Local Candidate
- 

**1. Requested by (Agency name, address, phone number & contact):**

**Agency Name** The Campaign Group  
**Contact** Lisa Cabanel  
**Phone Number** 215 732 8200  
**Address** 1600 Locust St. Philadelphia, PA 19103

**2. On behalf of (Candidate name & authorized campaign committee name):**

Guillen Campaign

**3. Election (Office sought & date):**

State Rep of Texas

**4. Date of request:**

2/13/18

**5. Request received by:**

Telemundo

**6. Details:**

**7. Name, Address & Phone Number of contact person for the candidate or candidate's authorized campaign committee:**

**Contact Name** Dalinda Guillen  
**Phone Number** 956 716 4838  
**Address** 2504 Sable Palm Dr. Rio Grande City, TX 78582



**POLITICAL INQUIRY RECORD:  
FEDERAL, STATE & LOCAL CANDIDATE ADS  
ALL QUESTIONS MUST BE ANSWERED**

**8. Name of treasurer of authorized committee:**

Dalinda Guillen

**9. Date and nature of follow-ups, if any:**

**10. Disposition:**

- ☐ Accepted – see contract details
- ☐ Rejected – provide reason:

Additional Information:

|  |
|--|
|  |
|--|

## New Order

**Agency:** Campaign Group  
**Office:** Philadelphia  
**Client:** 40 - Ryan Guillen  
**Product:** 41 - State Represenative  
**Piggyback Product:**  
**Estimate:** 229 - State Rep

**Station:** KTLM  
**Order Type:** Normal  
**Cancel Date:**  
**Received in ePort:** 2/19/2018 9:16:32 PM

**Flight Start:** 02/20/2018  
**Flight End:** 03/05/2018  
**Hiatus:**

**Primary Demo:** A35+  
**Demo 2:**  
**Demo 3:**  
**GRP:** 222.60  
**CPP:** \$43.55  
**GIMP:** 0  
**CPM:** \$0.00  
**Comments:** Separation: 30

**Local/National:** National  
**Rep Office:** Telemundo Affiliate National Sales (KTLM)  
**AE:** Will Hildebrandt  
**Phone:**  
**OrderID:** 7067747  
**Status:** New

**Airtime Dollars:** \$9,695.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$9,695.00  
**Total Spots:** 37

**MarketShare:**

### Weekly Airtime Lines

| Line No             | Daypart (Program)   | DPT Code | Rate     | C/T | Len | 2/20  | 2/27  | Total |      |         |          |     |
|---------------------|---|----------|----------|-----|-----|-------|-------|-------|------|---------|----------|-----|
|                     |   |          |          |     |     |       |       | Spots | Rtg  | CPP     | A35+ Imp | CPM |
| 1                   | TuWThFM 4:30P-5P<br>Early Local News                            | RT       | \$125.00 | C   | 30  | 2     | 2     | 4     | 4.60 | \$27.17 |          |     |
| 2                   | TuWThFM 5P-5:30P<br>Local News                                  | RT       | \$115.00 | C   | 30  | 2     | 2     | 4     | 4.80 | \$23.96 |          |     |
| 3                   | TuWThFM 5:30P-6P<br>Noticiero Telemundo                         | RT       | \$109.00 | C   | 30  | 2     | 2     | 4     | 4.60 | \$23.70 |          |     |
| 4                   | TuWThFM 6P-7P<br>Caso Cerrado-<br>Edicion Estelar               | RT       | \$221.00 | C   | 30  | 2     | 2     | 4     | 6.50 | \$34.00 |          |     |
| 5                   | TuWThFM 7P-8P<br>Jose Jose El Principe<br>de La Cancion         | RT       | \$335.00 | C   | 30  | 2     | 2     | 4     | 5.80 | \$57.76 |          |     |
| 6                   | TuWThFM 8P-9P<br>Sangre de Mi Tierra                            | RT       | \$375.00 | C   | 30  | 2     | 3     | 5     | 6.60 | \$56.82 |          |     |
| 7                   | TuWThFM 9P-10P<br>Señora Acero La<br>Coyote Cuarta<br>Temporada | RT       | \$500.00 | C   | 30  | 2     | 2     | 4     | 9.10 | \$54.95 |          |     |
| 8                   | TuWThFM 10P-<br>10:30P<br>Local News                            | RT       | \$300.00 | C   | 30  | 2     | 2     | 4     | 6.70 | \$44.78 |          |     |
| 9                   | TuWThFM 10:30P-<br>11P<br>Titulares y Mas                       | RT       | \$250.00 | C   | 30  | 2     | 2     | 4     | 5.30 | \$47.17 |          |     |
| <b>Total Spots:</b> |   |          |          |     |     | 18    | 19    |       |      |         |          |     |
| <b>Total GRP:</b>   |   |          |          |     |     | 108.0 | 114.6 |       |      |         |          |     |

## New Order (Page 2)

|                      |                   |
|----------------------|-------------------|
| <b>Agency:</b>       | Campaign Group    |
| <b>Client:</b>       | 40 - Ryan Guillen |
| <b>Flight Start:</b> | 02/20/2018        |

|                    |                         |
|--------------------|-------------------------|
| <b>Station:</b>    | KTLM                    |
| <b>Product:</b>    | 41 - State Reprsenative |
| <b>Flight End:</b> | 03/05/2018              |

**Order ID:** 7067747  
**Estimate:** 229 - State Rep  
**Received in ePort:** 2/19/2018 9:16:32 PM

| Line  | Daypart   | DPT  |      |     |     |      |      | Total | A35+ |     |     |     |
|---|-----------|------|------|-----|-----|------|------|-------|------|-----|-----|-----|
| No  | (Program) | Code | Rate | C/T | Len | 2/20 | 2/27 | Spots | Rtg  | CPP | Imp | CPM |
| Cash\$ - Spots: \$9,695.00 - 37    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$9,695.00    Total GRP - CPP: 222.6 - \$43.55    Total GIMP(000) - CPM: 0 - \$0.00 |           |      |      |     |     |      |      |       |      |     |     |     |

**ORDER****TELEMUNDO****Telemundo McAllen**

**Orders**

**Order / Rev:** 819673

**Alt Order #:**

**Product Desc:** 41 - State Representative

**Estimate:** 229 - State Rep

**Flight Dates:** 02/20/18 - 03/05/18

**Original Date / Rev:** 02/20/18 / 02/20/18

**Order Type:** Political

**Primary AE:** Will Hildebrandt

**Sales Office:** NDC

**Sales Region:** National

**Agency**

**Name:** CAMPAIGN GROUP

**Buying Contact:**

**Billing Contact:** Lisa Cabanel

1600 LOCUST STREET

PHILADELPHIA, PA 19103

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** RYAN GUILLIAN

**Demographic:** A35+

**Product Codes:** PO9-Political-State\_(Other)

**Priority:** EP

**Revenue Codes:** Airtime, Airtime, POL State - House/Sen

**New Business Thru:**

**Order Separation:** 00:30:00

**Advertiser External ID:** 43552

**Agency External ID:** 00669

**Unit Code:** General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 01/29/18   | 02/25/18 | 18      | \$4,660.00   | \$3,961.00 |
| 02/26/18   | 03/02/18 | 19      | \$5,035.00   | \$4,279.75 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating        |
|---------------|-----------|-------------------|-------------------|---------------|
| February 2018 | 18        | \$4,660.00        | \$3,961.00        | 108.00        |
| March 2018    | 19        | \$5,035.00        | \$4,279.75        | 114.60        |
| <b>Totals</b> | <b>37</b> | <b>\$9,695.00</b> | <b>\$8,240.75</b> | <b>222.60</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Will Hildebrandt  |              |              | 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 | KTLM | 02/20/18          | 03/02/18        | M-F NOTICIAS 40 430PCM - C | M-F   | 430P-5P           | MTWTF-- | :30 | 2     | \$125.00    | EP  | 4.60          | NM   | 4     | \$500.00   |
|     |      |                   |                 | M-F NOTICIAS 40 430P       |       |                   |         |     |       |             |     |               |      |       |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 02/19/18    | 02/25/18        | --WTF--                    |       | 2                 |         |     |       | \$125.00    |     | 4.60          |      |       |            |
|     |      | Week: 02/26/18    | 03/04/18        | -TWTF--                    |       | 2                 |         |     |       | \$125.00    |     | 4.60          |      |       |            |
| N 2 | KTLM | 02/20/18          | 03/02/18        | M-F NOTICIAS 40 5P CM - C  | M-F   | 5P-530P           | MTWTF-- | :30 | 2     | \$115.00    | EP  | 4.80          | NM   | 4     | \$460.00   |
|     |      |                   |                 | M-F NOTICIAS 40 5P         |       |                   |         |     |       |             |     |               |      |       |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 02/19/18    | 02/25/18        | --WTF--                    |       | 2                 |         |     |       | \$115.00    |     | 4.80          |      |       |            |
|     |      | Week: 02/26/18    | 03/04/18        | -TWTF--                    |       | 2                 |         |     |       | \$115.00    |     | 4.80          |      |       |            |
| N 3 | KTLM | 02/20/18          | 03/02/18        | M-F 530-6P CM - C          | M-F   | 530-6P            | MTWTF-- | :30 | 2     | \$109.00    | EP  | 4.60          | NM   | 4     | \$436.00   |
|     |      |                   |                 | M-F NOTICIAS 530-6P        |       |                   |         |     |       |             |     |               |      |       |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 02/19/18    | 02/25/18        | --WTF--                    |       | 2                 |         |     |       | \$109.00    |     | 4.60          |      |       |            |
|     |      | Week: 02/26/18    | 03/04/18        | -TWTF--                    |       | 2                 |         |     |       | \$109.00    |     | 4.60          |      |       |            |
| N 4 | KTLM | 02/20/18          | 03/02/18        | M-F 6P-7P CM - C           | M-F   | 6P-7P             | MTWTF-- | :30 | 2     | \$221.00    | EP  | 6.50          | NM   | 4     | \$884.00   |
|     |      |                   |                 | M-F 6P-7P                  |       |                   |         |     |       |             |     |               |      |       |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 02/19/18    | 02/25/18        | --WTF--                    |       | 2                 |         |     |       | \$221.00    |     | 6.50          |      |       |            |
|     |      | Week: 02/26/18    | 03/04/18        | -TWTF--                    |       | 2                 |         |     |       | \$221.00    |     | 6.50          |      |       |            |
| N 5 | KTLM | 02/20/18          | 03/02/18        | M-F 7P-8P CM - C           | M-F   | 7P-8P             | MTWTF-- | :30 | 2     | \$335.00    | EP  | 5.80          | NM   | 4     | \$1,340.00 |
|     |      |                   |                 | M-F 7P-8P                  |       |                   |         |     |       |             |     |               |      |       |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 02/19/18    | 02/25/18        | --WTF--                    |       | 2                 |         |     |       | \$335.00    |     | 5.80          |      |       |            |



Order / Rev: 819673  
 Alt Order #:  
 Flight Dates: 02/20/18 - 03/05/18

Advertiser: RYAN GUILLIAN  
 Product Desc: 41 - State Representative  
 Estimate: 229 - State Rep

Telemundo McAllen

| Ln  | Ch   | Start             | End             | Inventory Code                             | Break  | Start/End Time                       | Days    | Len | Spots | Rate        | Pri | Rtg           | Type   | Spots | Amount     |
|-----|------|-------------------|-----------------|--|--------|--------------------------------------|---------|-----|-------|-------------|-----|---------------|--------|-------|------------|
| N 5 | KTLM | 02/20/18          | 03/02/18        | M-F 7P-8P<br>M-F 7P-8P                     | CM - C | M-F 7P-8P                            | MTWTF-- | :30 | 2     | \$335.00    | EP  | 5.80          | NM     | 4     | \$1,340.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |        | <u>Spots/Week</u>                    |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
|     |      | Week: 02/26/18    | 03/04/18        | -TWTF--                                    |        | 2                                    |         |     |       | \$335.00    |     | 5.80          |        |       |            |
| N 6 | KTLM | 02/20/18          | 03/02/18        | M-F 8P-9P<br>M-F 8P-9P                     | CM - C | M-F 8P-9P                            | MTWTF-- | :30 | 2     | \$375.00    | EP  | 6.60          | NM     | 5     | \$1,875.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |        | <u>Spots/Week</u>                    |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
|     |      | Week: 02/19/18    | 02/25/18        | --WTF--                                    |        | 2                                    |         |     |       | \$375.00    |     | 6.60          |        |       |            |
|     |      | Week: 02/26/18    | 03/04/18        | -TWTF--                                    |        | 3                                    |         |     |       | \$375.00    |     | 6.60          |        |       |            |
| N 7 | KTLM | 02/20/18          | 03/02/18        | M-F 9P-10P<br>M-F 9P-10P                   | CM - C | M-F 9P-10P                           | MTWTF-- | :30 | 2     | \$500.00    | EP  | 9.10          | NM     | 4     | \$2,000.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |        | <u>Spots/Week</u>                    |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
|     |      | Week: 02/19/18    | 02/25/18        | --WTF--                                    |        | 2                                    |         |     |       | \$500.00    |     | 9.10          |        |       |            |
|     |      | Week: 02/26/18    | 03/04/18        | -TWTF--                                    |        | 2                                    |         |     |       | \$500.00    |     | 9.10          |        |       |            |
| N 8 | KTLM | 02/20/18          | 03/02/18        | M-F NOTICIAS 40 10P<br>M-F NOTICIAS 40 10P | CM - C | M-F 10P-1030P<br>(10:00 PM-10:30 PM) | MTWTF-- | :30 | 2     | \$300.00    | EP  | 6.70          | NM     | 4     | \$1,200.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |        | <u>Spots/Week</u>                    |         |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
|     |      | Week: 02/19/18    | 02/25/18        | --WTF--                                    |        | 2                                    |         |     |       | \$300.00    |     | 6.70          |        |       |            |
|     |      | Week: 02/26/18    | 03/04/18        | -TWTF--                                    |        | 2                                    |         |     |       | \$300.00    |     | 6.70          |        |       |            |
| N 9 | KTLM | 02/20/18          | 03/02/18        | M-F TITULARES Y MAS<br>TITULARES Y MAS     | CM - C | M-F 1030P-11P                        | MTWTF-- | :30 | 2     | \$250.00    | EP  | 5.30          | 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: 02/19/18    | 02/25/18        | --WTF--                                    |        | 2                                    |         |     |       | \$250.00    |     | 5.30          |        |       |            |
|     |      | Week: 02/26/18    | 03/04/18        | -TWTF--                                    |        | 2                                    |         |     |       | \$250.00    |     | 5.30          |        |       |            |
|     |      |                   |                 |  |        |                                      |         |     |       |             |     |               | Totals | 37    | \$9,695.00 |