

# INVOICE



Invoice #: IN-4-1201115883  
Invoice Date: 11/08/2020  
Contract #: 80216459  
Page: 1  
Net Amount Due: \$153.00

Agency: QUINN  
727 W Garland  
Spokane, WA 99205

Station(s): KEYF-FM

Advertiser: STAAB FOR COURT OF APPEALS  
Product: GENERAL ELECTION 2020  
Estimate #:  
Agency Client Code:  
Buyer Name:

Salesperson(s): Karen Dineen  
Terms: NET 30

Day	Date	Time	Product	ISCI	Rate
Ln 3 10/26/20 - 10/27/20 6:00AM-7:00PM 12/WK @ \$15.00 M-T Length: 30					
MON	10/26/20	08:17a	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
MON	10/26/20	10:24a	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
MON	10/26/20	12:20p	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
MON	10/26/20	01:50p	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
MON	10/26/20	03:43p	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
MON	10/26/20	05:21p	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
TUE	10/27/20	06:46a	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
TUE	10/27/20	09:27a	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
TUE	10/27/20	11:19a	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
TUE	10/27/20	02:16p	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
TUE	10/27/20	04:43p	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00
TUE	10/27/20	06:15p	GENERAL ELECTION 2020	HISTORIC TIMES	\$15.00

Remit To:  
S M G Spokane  
1601 E 57th  
Spokane, WA 99223

Invoice Totals  
Total Spots: 12  
Gross Amount: \$180.00  
Agency Commission: (\$27.00)  
Net Amount Due: \$153.00

The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

# Broadcast Contract

QUINN  
STAAB FOR COURT OF APPEALS  
727 W Garland  
Spokane, WA 99205

Start Date 10/12/20	Contract# 80216459	Mod# 1
End Date 10/27/20	Date Entered 08/24/20	Date Last Modified 08/24/20
Advertiser STAAB FOR COURT OF A		Station Market KEYF-FM
Product GENERAL ELECTION 2020		SalesRep/Office Marie Malloy

Standard Billing Cycle Estimate#

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	MO 10/12/20 TU 10/13/20	06:00A-07:00P	30	5	5	--	--	--	--	--	10	\$15.00
2	MO 10/19/20 TU 10/20/20	06:00A-07:00P	30	6	6	--	--	--	--	--	12	\$15.00
3	MO 10/26/20 TU 10/27/20	06:00A-07:00P	30	6	6	--	--	--	--	--	12	\$15.00

-----Additional Comments-----	Total Spots	Spots Total\$	Agency Commission	Net	Gross
	34	510.00	\$76.50	\$ 433.50	\$ 510.00

Billing Projections: By Month

	Oct 20	Nov 20
CA	510.00	
ST	330.00	180.00

Accepted for Station

Accepted for advertiser OR agency (and MBS, if any) as agent for the advertiser

\_\_\_\_\_  
Name Title  
See reverse for accepted terms and conditions, if any

\_\_\_\_\_  
Name Title  
Page 1

STAAB COURT OF APPEALS DIV 3 DIS 1 POS 2



From: Karen Dineen  
 Phone: (509) 444-6751  
 Email: karen.dineen@smsgnational.com  
 8/24/2020 6:30 PM

Flight Dates: 10/12/2020 - 11/01/2020  
 Demo: P 45-64

Radio Market: SPOKANE  
 Survey: JUL20 (MAY-JUL) / JUN20 (APR-JUN)  
 Geography: Metro

	Daypart	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% Reach	Frequency	Gls
<b>Radio Total</b>		34		\$15.00	\$510.00	0.9%	\$16.67	30.6	7.2%	4.1	51,000
KEYF-FM		34		\$15.00	\$510.00	0.9%	\$16.67	30.6	7.2%	4.1	51,000
Flight A - 1 wk (10/12)											
One Week Total		10		\$15.00	\$150.00	0.9%	\$16.67	9.0	3.9%	2.3	15,000
	M-Tu 6A-7P	10		\$15.00	\$150.00	0.9%	\$16.67	9.0	3.9%	2.3	15,000
Flight A - 1 wk (10/19)											
One Week Total		12		\$15.00	\$180.00	0.9%	\$16.67	10.8	4.1%	2.5	18,000
	M-Tu 6A-7P	12		\$15.00	\$180.00	0.9%	\$16.67	10.8	4.1%	2.5	18,000
Flight A - 1 wk (10/26)											
One Week Total		12		\$15.00	\$180.00	0.9%	\$16.67	10.8	4.1%	2.5	18,000
	M-Tu 6A-7P	12		\$15.00	\$180.00	0.9%	\$16.67	10.8	4.1%	2.5	18,000

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: SPOKANE; JUL20 (MAY-JUL) / JUN20 (APR-JUN); Metro; M-Tu 6A-7P ; P 45-64; See Detailed Sourcing Page for Complete Details.  
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STAAB COURT OF APPEALS DIV 3 DIS 1 POS 2



From: Karen Dineen  
 Phone: (509) 444-6751  
 Email: karen.dineen@smsgnational.com  
 8/24/2020 6:30 PM

Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% Reach	Frequency	Gis
Radio Total	34	\$15.00	\$510.00	0.9%	\$16.67	30.6	7.2%	4.1	51,000
KEYF-FM	34	\$15.00	\$510.00	0.9%	\$16.67	30.6	7.2%	4.1	51,000

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.

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: SPOKANE; JUL20 (MAY-JUL) / JUN20 (APR-JUN); Metro; M-Tu 6A-7P; P 45-64; See Detailed Sourcing Page for Complete Details.  
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# Detailed Sourcing Summary

Radio Market: SPOKANE  
Survey: Average of Nielsen Radio July 2020 (May - July), Nielsen Radio June 2020 (April - June)  
Geography: Metro  
Daypart: Monday-Tuesday 6A-7P

## Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 45-64 (Primary)	171,200	952

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 Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

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](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.

Attribution Website: <http://attribution.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/GR8/2020JUL/0177/pdfs/SpecialNotices.pdf>  
<https://ebook.nielsen.com/secure/GR8/2020JUN/0177/pdfs/SpecialNotices.pdf>

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**OCTOBER**

**ELECT JUDGE TRACY STAAB FOR COURT OF APPEALS**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total \$510.00 34 SPOTS				1	2	3
4	5	6	7	8	9	10
11	12 KEY/FM 6a-7p 5 ea 6a-7p	13 KEY/FM 6a-7p 5 ea 6a-7p	14	15	16	17
18	19 KEY/FM 6a-7p 6 ea 6a-7p	20 KEY/FM 6a-7p 6 ea 6a-7p	21	22	23	24
25	26 KEY/FM 6a-7p 6 ea 6a-7p	27 KEY/FM 6a-7p 6 ea 6a-7p	28	29	30	31

Client Approval: \_\_\_\_\_

Date: \_\_\_\_\_

**2020**

## Karen Dineen

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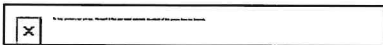
**From:** Marie Malloy <marie.malloy@smgnational.com>  
**Sent:** Monday, August 24, 2020 3:00 PM  
**To:** Karen Dineen  
**Subject:** Fwd: Staab October radio edits\*\*\*

**Marie L Malloy, Account Manager, Events Coordinator.**

Mobile 509-475-7653

Email. [marie.malloy@smgnational.com](mailto:marie.malloy@smgnational.com)

**SMG STEPHENS MEDIA GROUP**



“It is the policy of this station to prohibit discrimination against any person or entity on the basis of race, gender, or ethnicity in connection with the sale of advertising.”

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Begin forwarded message:

**From:** Nikki Lima <[nikki@quinn.agency](mailto:nikki@quinn.agency)>  
**Date:** August 24, 2020 at 1:25:32 PM PDT  
**To:** Marie Malloy <[marie.malloy@smgnational.com](mailto:marie.malloy@smgnational.com)>  
**Subject:** Re: Staab October radio edits\*\*\*

Hey Marie!

Can I get an updated proposal with the new dates asap?

Thank you!



Nikki Lima : Media Coordinator  
[nikki@quinn.agency](mailto:nikki@quinn.agency) - phone [509.327.6688](tel:509.327.6688)

On Fri, Aug 21, 2020 at 1:55 PM Marie Malloy <[marie.malloy@smgnational.com](mailto:marie.malloy@smgnational.com)> wrote:

Perfect

On Fri, Aug 21, 2020 at 13:55 Nikki Lima <[nikki@quinn.agency](mailto:nikki@quinn.agency)> wrote:  
Thank you Marie!

Bonnie wants the radio to go along with the TV buy.

Nikki Lima : Media Coordinator  
[nikki@quinn.agency](mailto:nikki@quinn.agency) - phone [509.327.6688](tel:509.327.6688)

On Fri, Aug 21, 2020 at 1:51 PM Marie Malloy <[marie.malloy@smgnational.com](mailto:marie.malloy@smgnational.com)> wrote:  
No problem anything for judge Staab

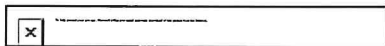
*Marie*

**Marie L Malloy, Account Manager, Events**

**Mobile [509-475-7653](tel:509-475-7653) – Direct [509-444-6702](tel:509-444-6702)**

**SMG STEPHENS MEDIA GROUP**

**Email... [marie.malloy@smgnational.com](mailto:marie.malloy@smgnational.com)**



“It is the policy of this station to prohibit discrimination against any person or entity on the basis of race, gender, or ethnicity in connection with the sale of advertising.”

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On Aug 21, 2020, at 13:50, Nikki Lima <[nikki@quinn.agency](mailto:nikki@quinn.agency)> wrote:

Good afternoon!

I know this is kind of a different request, but can we run Mondays and Tuesdays for three weeks instead of one whole week flight? Keeping our daily frequency and the budget the same?

We'd like to run the 12,13,19, 20, 26, 27.

Is this possible?

Let me know what you can do.

Thank you!

Nikki Lima : Media Coordinator  
[nikki@quinn.agency](mailto:nikki@quinn.agency) - phone 509.327.6688

--  
  
*Marie*

**Marie L Malloy, Account Manager, Events**

Mobile 509-475-7653 - Direct 509-444-6702

SMG STEPHENS MEDIA GROUP