

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Screen Strategies Media, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Eddie Guerra

Authorized committee:

Sheriff J.E. Guerra Campaign

Agency requesting time (and contact information):

☐ N/A Screen Strategies Media, 11150 Fairfax Blvd, Suite 505, Fairfax, VA 22030

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

Sheriff

Date of election:

3/5/2024

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Aaron Vela

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):


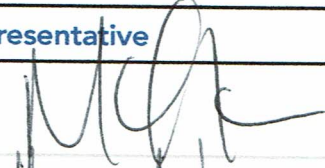
☐ the candidate listed above who is a legally qualified candidate, or

☒ the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.

Candidate/Committee/Agency	Station Representative
Signature: 	Signature: 
Name: Kyle Osterhout	Name: Mark New
Date of Request to Purchase Ad Time: 2/15/2024	Date of Station Agreement to Sell Time: 2/26/2024

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date: 2/15/2024

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?



Yes



No

Date ad received:

2/26/2024

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

Federal candidate certification signed (above):



Yes



No



N/A

Disposition:



Accepted



Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*



Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 4354960

Station Call Letters: KVEO

Date Received/Requested:

2/16/2024

Est. #: 9000

Station Location: 9201 W 31st B
HALLAM TX 78552

Run Start and End Dates:

2/27/2024 - 3/5/2024

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.

BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. The Political Record is not required for requests to purchase internet advertising. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for ☒ a candidate request
☐ an election message request *
☐ an issue request *

The request was ☒ accepted #
☐ rejected

Candidate Named in Message:

EDDIE Guerra

Office Being Sought:

Hidalgo County Sheriff

Election or Issue Referred to:

MARCH 2024

Sponsor (or authorized candidate committee):

Sheriff JB Guerra Campaign

Treasurer of authorized candidate committee:

Aaron Vela

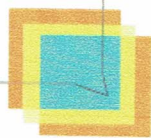
Person Ordering Advertising:

Kyle Osterhout

* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.



SCREEN
STRATEGIES
MEDIA

Date Sent 2/26/2024

Time Sent 8:27 AM

TRAFFIC INSTRUCTIONS

Attention: Armando Barron

Station: KVEO-TV

Phone Number: 956-544-2323

Market: Harlingen-Weslaco-Brownsville-McAllen Email Address: KVEOtraffic@nexstar.tv

Advertiser: Eddie Guerra for Sheriff 2024

<u>Spot Name</u>	<u>Spot Number</u>	<u>Spot Length</u>	<u>Spot Rotation</u>
No More Eng	CXEGTX202405H	30	30%
Letter-English	CXEGTX202407H	30	70%

Effective Date 2/26/2024

Effective Time 4:00 PM

Duration The above instructions should run until further notice.

Spot Delivery Information

Spot Arrival Date: 2/26/2024

Spot Arrival Time: 9:00 AM

Spot Delivered Via: Extreme Reach

Spots Previously Delivered: ☐

PLEASE CONFIRM THESE INSTRUCTIONS BY SIGNING AND DATING BELOW AND RETURNING TO:

Confirmed Start Date: _____

Confirmed Start Time: _____

Signature: _____

Date: _____

Please contact Wil McLaughlin at Screen Strategies Media at 703-272-7300 with any questions.

Screen Strategies Media
11150 Fairfax Blvd, Suite 505
Fairfax, VA
(703) 272-7300

Eddie Guerra for Sheriff 2024

#4354960  SCREEN STRATEGIES MEDIA

Station SVEO-TV
Market Harlingen
Flight Dates 2/27/2024 - 3/5/2024 (Est. 9000)

Buyer Wil McLaughlin
Email wil@screenstrategies.com
Phone 703-272-7300

Program Name	DP	Days Length	Rate	Tue 3/5	Total
SVEO 6a News 6:00 AM - 7:00 AM	EM	M-F 30	\$175.00 \$350.00	1	2
SVEO 7a News 7:00 AM - 9:00 AM	EM	M-F 30	\$175.00 \$1,050.00	1	6
SVEO 5p News 5:00 PM - 5:30 PM	EN	M-F 30	\$300.00 \$900.00		3
SVEO 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$500.00 \$1,500.00		3
SVEO 10p News 10:00 PM - 10:35 PM	LN	M-F 30	\$900.00 \$2,700.00		3
Sat 10p News 10:00 PM - 10:35 PM	LN	Sa 30	\$500.00 \$500.00		1
Station Totals			\$7,000.00	2	18

CONTRACT



Brownsville SVEO
5000 Riverside Dr
Building 5 Suite 200
Irving, TX 75039
(956) 544-2323

And:

Screen Strategies Media
Attention: James Wells
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030

<u>Contract / Revision</u> 4354960 /		<u>Alt Order #</u>	
<u>Advertiser</u> POL/Eddie Guerra/Hidalgo County Sheriff/TX		<u>Original Date / Revision</u> 02/16/24 / 02/16/24	
<u>Contract Dates</u> 02/27/24 - 03/05/24		<u>Estimate #</u> 9000	
<u>Product</u> Guerra for Sheriff			
<u>Order Brand</u>	<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> SVEO	<u>Account Executive</u> SVEO Local House	<u>Sales Office</u> Brownsville Local	
<u>Special Handling</u>			
<u>Demographic</u> Households			
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>	
<u>Agency Ref</u>	<u>Advertiser Ref</u>		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	SVEO	03/01/24	03/05/24	Sunrise 6a-7a	6a-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/26/24	03/03/24	----1--				1	\$175.00			
	Week:	03/04/24	03/10/24	-1-----				1	\$175.00			
N 2	SVEO	02/27/24	03/05/24	CBS This Morning	7a-9am		:30			NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/26/24	03/03/24	-1111--				4	\$175.00			
	Week:	03/04/24	03/10/24	11-----				2	\$175.00			
N 3	SVEO	02/28/24	03/04/24	M-F Action 4 News @ 5p	5p-530pm		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/26/24	03/03/24	--1-1--				2	\$300.00			
	Week:	03/04/24	03/10/24	1-----				1	\$300.00			
N 4	SVEO	02/27/24	03/04/24	M-F Action 4 News @ 6p	6p-630p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/26/24	03/03/24	-1-1---				2	\$500.00			
	Week:	03/04/24	03/10/24	1-----				1	\$500.00			
N 5	SVEO	02/27/24	03/04/24	LN M-F	10-1035p		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/26/24	03/03/24	-1-1---				2	\$900.00			
	Week:	03/04/24	03/10/24	1-----				1	\$900.00			
N 6	SVEO	03/02/24	03/02/24	Sa Action 4 News @ 10p	10p-1035p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/26/24	03/03/24	-----S-				1	\$500.00			
Totals											18	\$7,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/26/24 - 03/31/24	18	\$7,000.00	(\$1,050.00)	\$5,950.00
Totals	18	\$7,000.00	(\$1,050.00)	\$5,950.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nexstar Media Group 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 or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Brownsville SVEO
5000 Riverside Dr
Building 5 Suite 200
Irving, TX 75039
(956) 544-2323

Contract / Revision	Alt Order #
4354960 /	

Advertiser	Original Date / Revision
POL/Eddie Guerra/Hidalgo County Sheriff/TX	02/16/24 / 02/16/24

Contract Dates	Product	Estimate #
02/27/24 - 03/05/24	Guerra for Sheriff	9000

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nexstar Media Group 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 or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Spot Manager: All, 02/27/24-03/05/24



Order	Program	Date	Advertiser	Len	Order	Inventor	Rate	Ad-ID	Title (Placed)	Spot #	Estimate #	Material	Title
1960	LN CBS4	New:2/27/24	POL/Eddie Guerra/H	:30	LN M-F	:30	PM00.00	CXEGT.		19000		Letter-English	
1960	EN CBS4	New:2/27/24	POL/Eddie Guerra/H	:30	M-F Action 4	N:28	PM00.00	CXEGT.		19000		No More Eng	
1960	LN CBS	This N:27/24	POL/Eddie Guerra/H	:30	CBS This Morn	19	AM75.00	CXEGT.		19000		Letter-English	
1960	LN CBS	This N:28/24	POL/Eddie Guerra/H	:30	CBS This Morn	27	AM75.00	CXEGT.		29000		Letter-English	
1960	EN CBS4	New:2/28/24	POL/Eddie Guerra/H	:30	M-F Action 4	N:32	PM00.00	CXEGT.		19000		No More Eng	
1960	LN CBS	This N:29/24	POL/Eddie Guerra/H	:30	CBS This Morn	50	AM75.00	CXEGT.		39000		Letter-English	
1960	LN CBS4	New:2/29/24	POL/Eddie Guerra/H	:30	LN M-F	53	PM00.00	CXEGT.		29000		No More Eng	
1960	EN CBS4	New:2/29/24	POL/Eddie Guerra/H	:30	M-F Action 4	N:35	PM00.00	CXEGT.		29000		Letter-English	
1960	LN CBS	This N:30/24	POL/Eddie Guerra/H	:30	CBS This Morn	21	AM75.00	CXEGT.		49000		Letter-English	
1960	LN CBS4	Morr:3/01/24	POL/Eddie Guerra/H	:30	Sunrise 6a-7a	44	AM75.00	CXEGT.		19000		Letter-English	
1960	EN CBS4	New:3/01/24	POL/Eddie Guerra/H	:30	M-F Action 4	N:50	PM00.00	CXEGT.		29000		No More Eng	
1960	LN CBS4	New:3/02/24	POL/Eddie Guerra/H	:30	Sa Action 4	N:50	PM00.00	CXEGT.		19000		Letter-English	
1960	LN CBS	This N:3/04/24	POL/Eddie Guerra/H	:30	CBS This Morn	17	AM75.00	CXEGT.		59000		Letter-English	
1960	EN CBS4	New:3/04/24	POL/Eddie Guerra/H	:30	M-F Action 4	N:54	PM00.00	CXEGT.		39000		Letter-English	
1960	EN CBS4	New:3/04/24	POL/Eddie Guerra/H	:30	M-F Action 4	N:31	PM00.00	CXEGT.		39000		No More Eng	
1960	LN CBS4	New:3/04/24	POL/Eddie Guerra/H	:30	LN M-F	12	PM00.00	CXEGT.		39000		Letter-English	
1960	LN CBS	This N:3/05/24	POL/Eddie Guerra/H	:30	CBS This Morn	21	AM75.00	CXEGT.		69000		No More Eng	
1960	LN CBS4	Morr:3/05/24	POL/Eddie Guerra/H	:30	Sunrise 6a-7a	53	AM75.00	CXEGT.		29000		Letter-English	
										18	00.00		

[Sorted by: Date]