



**Remit Address:**  
**KWBQ**  
PO Box 844304  
Dallas, TX 75284  
Main: (505) 243-2285  
Billing: (317) 296-3100

# INVOICE

Advertiser	POL/Lara for Congress
Product	Rocky Lara / Congress / D
Estimate Number	1276

Invoice #	505576-1
Invoice Date	10/26/14
Invoice Month	October 2014
Invoice Period	09/29/14 - 10/24/14

Station	KWBQ
Account Executive	Katz Washington
Sales Office	Katz/Washington
Sales Region	National

Order #	505576
Alt Order #	9430471
Deal #	
Order Flight	10/20/14 - 11/03/14

**Billing Address:**  
**Screen Strategies Media**  
Attention: Accounts Payable  
11150 Fairfax Boulevard  
Suite 505  
Fairfax, VA 22030  
USA

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	KWBQ	WE 630p-7p	WE 630p-7p		10/20/14 to 10/26/14	1x	--W----				
	KWBQ			W	10/22/14	:30	6:58 PM RLTV1403M		\$320.00		1
2	KWBQ	FR 630p-7p	FR 630p-7p		10/20/14 to 10/26/14	1x	----F--				
	KWBQ			F	10/24/14	:30	6:43 PM RLTV1403M		\$320.00		1
Aired Spots 2											

<u>Gross Total</u>	\$640.00	
<u>Agency Commission</u>	\$96.00	
<u>Net Amount Due</u>	\$544.00	<u>Payment Terms 30 Days</u>
NM Gross Rec Tax ALB 7.0%	\$38.08	
<u>Amount Due</u>	\$582.08	

Subject to our standard terms and conditions located at [www.linmedia.com/multiplatform-ad-solutions](http://www.linmedia.com/multiplatform-ad-solutions).

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twelve (12) months from the date of this invoice. If you are unable to resolve a payment dispute with your station, please call 1-317-704-8747 to reach our Accounts Receivable department. If you wish to report possible misconduct, you may reach our compliance hotline at 1-877-363-3072.



**KWBQ**  
**13 Broadcast Plaza**  
**Albuquerque, NM 87104**  
**(505) 243-2285**

# CONTRACT

<u>Contract / Revision</u> 505576 /		<u>Alt Order #</u> 9430471
<u>Product</u> Rocky Lara / Congress / D		
<u>Contract Dates</u> 10/20/14 - 10/24/14		<u>Estimate #</u> 1276
<u>Advertiser</u> POL/Lara for Congress		<u>Original Date / Revision</u> 10/17/14 / 10/20/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KWBQ	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Screen Strategies Media**  
**11150 Fairfax Boulevard**  
**Suite 505**  
**Fairfax, VA 22030**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KWBQ	10/22/14	10/22/14	WE 630p-7p	WE 630p-7p		:30				NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/20/14	10/26/14	--W----	1			\$320.00					
N 2	KWBQ	10/24/14	10/24/14	FR 630p-7p	FR 630p-7p		:30				NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/20/14	10/26/14	----F--	1			\$320.00					
<b>Totals</b>												<b>2</b>	<b>\$640.00</b>

\*Tax 1 Note: NM Gross Rec Tax ALB 7%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
09/29/14 - 10/24/14	2	\$640.00	(\$96.00)	\$544.00	\$38.08	\$582.08
<b>Totals</b>	<b>2</b>	<b>\$640.00</b>	<b>(\$96.00)</b>	<b>\$544.00</b>	<b>\$38.08</b>	<b>\$582.08</b>

**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.

Spot Manager: All, 10/20/14-10/26/14



Alt Order #	Advertiser	Order	Inv. Code (Book)	Time Period	Length	Priority	Order Product	Description	Estimate	Air Time	Ad-ID	Rate	Program (Placed)
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Date: 10/22/14

Station: KWBC

9430471	POLLara for Congress	505576	M-F	630p-7p	WE	630p-7p	:30	P3	Rocky Lara / Congress / D	1276	6:57:51 PM	RLTV1403H	\$320.00	Arrow
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													\$320.00	
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Date: 10/24/14

Station: KWBC

9430471	POLLara for Congress	505576	M-F	630p-7p	FR	630p-7p	:30	P3	Rocky Lara / Congress / D	1276	6:37:50 PM		\$320.00	Big Bang Theory, The (C
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													\$320.00	
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													\$640.00	
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[Sorted by: Station]

# ORDER WORKSHEET

Rep Order# 9430471 Ver# 3 Status Revised Traffic Order# 505576 Printed: 10/27/14 11:08 AM 1 of 2  
 EC'd No Last Received: 10/27/14 8:37 AM  
 Showing Buylines: All Rep and Station Changes

Station KWBQ-TV ALBUQUERQUE NM  
 Advertiser (LARA) LARA, ROCKY  
 Product LARA/CD  
 Estimate# 1276  
 Buyer CAROLINE DAVIS  
 Agency (SSM2) SCREEN STRATEGIES MEDIA  
 11150 FAIRFAX BLVD, SUITE 505  
 FAIRFAX, VA 22030  
 Agency C/P1/P2/E /1276  
 Flight Dates 10/20/14-10/26/14  
 Rep Firm KATZ CONTINENTAL  
 Sales Office (DC) WASHINGTON  
 Salesperson (JN1) JENNA NUBAR  
 Sales Assistant KELLY  
 Salesperson Phone# 202-872-5880  
 Salesperson Fax# 202-872-0263

## --- CONTRACT COMMENT ---

ROCKY LARA/CONGRESS/DEMOCRAT  
 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## --- REMARKS ---

10/27 - MOVING 1X W/O 10/20 TO 11/3 ON #9433197 ORIG TOT = \$960 REV TOT = \$640 PLS CNF. T/R KELLY FOR JENNA

Ln	Day	Time	Program	Len	RTG/IMP	Rate	Dates	Spots/Week	Num of Weeks	Total Spots	Total Cost
1*	M-F	630P-7P		30		\$320.00	10/20-10/24	2	1	2	\$640.00
Buy Comment: BIG BANG											
Sales remark: V3 1X NA MDGD ON #9433197											
V3 Comment Changed, Spots/week Changed											

## ---REPORT TOTALS---

Report Totals: 2 / \$640.00

## ---SALES MONTHLY TOTALS---

Oct2014: 2 / \$640.00  
 Order Totals: 2 / \$640.00 Total GRPS: 0.0

## --- COMPETITIVE ---

Market Totals \$64,000.00 CABL .00% KASA 10.00% KASY 1.00% KOAT 35.00% KOB 20.00%  
 KRQE 33.00% KWBQ 1.00%

Books [null]  
 Demos RA35+

# ORDER WORKSHEET

Rep Order# 9430471 Ver# 3  
EC'd No

Status Revised

Traffic Order# 505576

Last Received:  
Showing Buylines:

Printed: 10/27/14 11:08 AM  
10/27/14 8:37 AM  
All Rep and Station Changes

2 of 2

Station KWBQ-TV ALBUQUERQUE NM  
Advertiser (LARA) LARA, ROCKY  
Product LARA/C/D  
Estimate# 1276  
Buyer CAROLINE DAVIS

Agency (SSM2) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E /1276  
Flight Dates 10/20/14-10/26/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (JN1) JENNA NUBAR  
Sales Assistant KELLY  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

-- CREDIT RISK --  
STANDARD CREDIT TERMS

# ORDER WORKSHEET

Rep Order# 9430471 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/17/14 4:08 PM  
Last Received: 10/17/14 2:02 PM  
Showing Buylines: All Rep and Station Changes

1 of 2

Station KWBQ-TV ALBUQUERQUE NM  
Advertiser (LARA) LARA, ROCKY  
Product LARA/C/D  
Estimate# 1276  
Buyer CAROLINE DAVIS

Agency (SSM2) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E /1276  
Flight Dates 10/20/14-10/26/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (JN1) JENNA NUBAR  
Sales Assistant KELLY  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

## --- CONTRACT COMMENT ---

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\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## --- REMARKS ---

10/17 - NEW LARA ORDER SPOTS ARE 30S. SHARES ARE EST. PLS CNF. T/R KELLY FOR JENNA

Ln	Day	Time	Program	Len	RTG/IMP	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	M-F	630P-7P		30	-	\$320.00	10/20-10/24	3	1	3	\$960.00
Buy Comment: BIG BANG											

## ---REPORT TOTALS---

Report Totals: 3 / \$960.00

## ---SALES MONTHLY TOTALS---

Oct2014: 3 / \$960.00

Order Totals: 3 / \$960.00 Total GRPS: 0.0

## --- COMPETITIVE ---

Market Totals	\$96,000.00	CABL .00%	KASA 10.00%	KASY 1.00%	KOAT 35.00%	KOB 20.00%
		KRQE 33.00%	KWBQ 1.00%			

*1x 10/20 made good 1x 11/3*

Books [mul1]  
Demos RA35+

# ORDER WORKSHEET

Rep Order# 9430471 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed:  
Last Received:  
Showing Buylines:

10/17/14 4:08 PM  
10/17/14 2:02 PM  
All Rep and Station Changes

2 of 2

Station KWBQ-TV ALBUQUERQUE NM  
Advertiser (LARA) LARA, ROCKY  
Product LARA/C/D  
Estimate# 1276  
Buyer CAROLINE DAVIS

Agency (SSM2) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E /1276  
Flight Dates 10/20/14-10/26/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (JN1) JENNA NUBAR  
Sales Assistant KELLY  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

# Buy Detail Report

# 5055370

# 505536

Revision #: Date: 10/16/2014

Client: Lara for Congress  
Media: TV  
Product: General  
Market: Albuquerque

Estimate: 1276  
Description: Lara for Congress 10/20-26/2014 TV  
Flight Start Date: 10/20/2014 05:00 AM  
Flight End Date: 10/26/2014 12:00 AM  
Survey: Nov13 DMA Nielsen Live+3  
Buyer: Caroline Davis

Send Billing To: Screen Strategies Media  
11150 Fairfax Blvd  
Suite 505  
Fairfax, VA 22030  
Phone: 703-272-7300

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	Days	Mon 10/20	Tue 10/21	Wed 10/22	Thu 10/23	Fri 10/24	Sat 10/25	Sun 10/26	Total Spots
55	KWBQ-S2 MTuWThF 6:30p- 7:00p Big Bang Theory	PA	\$320.00	30	1	1	1	1	1			3
Sold Out: Lowest Rate to Clear Per KWBQ												
Total Cost:												3
												3

Disclaimer:

Signature:

*G. Gtaryde* 10/16/14

## 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**

**Station and Location:**

KWBQ-TV

**Date:** 10/16/2014

I, Screen Strategies Media,

being/on behalf of: Rocky Lara,

a legally qualified candidate of the Democratic

political party for the office of: Congress

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available): \$816.00**

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

Lara for New Mexico

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:

Jennifer May

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***

10/16/2014

**Date**



**Signature**

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected



**Signature**

JAMES L OTTOLINI

**Printed Name**

SALES MGR

**Title**

**SCREEN STRATEGIES MEDIA**

MEDIA FUNDS ACCOUNT  
11150 FAIRFAX BLVD  
SUITE 505  
FAIRFAX, VA 22030  
703-272-7300

WELLS FARGO BANK, N.A.  
DENVER  
DENVER, CO 80274  
23-7-1020

10/16/2014

19499

PAY TO THE  
ORDER OF KWBQ-TV


\$ \*\*57.12

Fifty-Seven and 12/100\*\*\*\*\*

DOLLARS

MEMO

Tax

  
AUTHORIZED SIGNATURE

**SCREEN STRATEGIES MEDIA**

MEDIA FUNDS ACCOUNT  
KWBQ-TV  
Lara For Congress/Oct 20-26, 2014

10/16/2014

57.12

19499

# 505576

Media Fund

Tax

57.12



19504

**SCREEN STRATEGIES MEDIA**

MEDIA FUNDS ACCOUNT  
11150 FAIRFAX BLVD  
SUITE 505  
FAIRFAX, VA 22030  
703-272-7300

WELLS FARGO BANK, N.A.  
DENVER  
DENVER, CO 80274  
23-7-1020

10/16/2014

PAY TO THE  
ORDER OF

KWBQ-TV

\$ \*\*816.00

Eight Hundred Sixteen Only\*\*\*\*\*

DOLLARS



Security features. Details on back.

MEMO

Lara for Congress (Oct 20-26, 2014)

AUTHORIZED SIGNATURE

**SCREEN STRATEGIES MEDIA**

MEDIA FUNDS ACCOUNT  
KWBQ-TV

Lara For Congress/Oct 20-26, 2014 Albuquerque

10/16/2014

19504

816.00

# 505576

Media Fund

Lara for Congress (Oct 20-26, 2014)

816.00