

Jul 07, 22  
 36023214 Mod# Ver# 1 (Last = )  
 KATZ RADIO  
 KPLM-FM (Palm Springs, CA)  
 TYLER JONES  
 LOS ANGELES  
 SADLER STRATEGIC MEDIA  
 12103 VIEWCREST RD  
 STUDIO CITY, CA 91604

DDS CONT# 0  
 C/P/E: / / 2669

SALESPERSON FAX#

PH #

BYR ROSA LOZANO  
 ADV YES ON 27  
 PDT SPORTS BETTING  
 FLT Jul 11, 22 - Sep 04, 22

\* REP ORDER COMMENT \*  
 \*\* 7/6/2022 6:20:00 PM: NEW ORDER. PLEASE CONFIRM WITH TYLER JONES AT  
 TYLER.JONES@KATZMEDIA.COM  
 \*\* 7/6/2022 6:20:00 PM: POPULATIONBUYTYPE: CPP.

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	MTWTF..	6A - 10A	60	7/11/2022 - 8/19/2022	6W	8	\$45.00	48
	1.2	MTWTF..	10A - 3P	60	7/11/2022 - 8/19/2022	6W	8	\$45.00	48
	1.3	MTWTF..	3P - 7P	60	7/11/2022 - 8/19/2022	6W	8	\$45.00	48
	1.4	.....S.	6A - 7P	60	7/16/2022 - 8/20/2022	6W	3	\$35.00	18
	1.5	.....S	6A - 7P	60	7/17/2022 - 8/21/2022	6W	2	\$30.00	12
					** WEEKLY FLIGHT TOTALS **		29	\$7,470.00	

	Jul 22	Aug 22	Sep 22
SPOTS	87	87	0
CASH	3735.00	3735.00	0.00
TRADE	0.00	0.00	0.00
NSL	0.00	0.00	0.00
TOTAL	3735.00	3735.00	0.00

	TOTAL
SPOTS	174
CASH	7,470.00
TRADE	0.00
NSL	0.00
TOTAL	7,470.00

# ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sheri Sadler Wolf, 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: Sheri Sadler Wolf

Agency name: Sadler Strategic Media Inc

Address: 12103 Viewcrest Rd, Studio City, CA 91604

Contact: Sheri Sadler Wolf

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: Yes on 27, Californians for Solutions to Homelessness and Mental Health Support, a Coalition of Housing and Mental Health  
Address: 2350 Kerner Blvd., Suite 250, San Rafael, CA 94901

Contact: Steven S. Lucas

Phone number: (415) 389-6800

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

Name of President: Jeremy Kudon  
Name of Treasurer: Steven S. Lucas

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:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

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

**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.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: <u>Sheri S Wolf</u>	Signature:
Name: Sheri Sadler Wolf	Name:
Date of Request to Purchase Ad Time: 6/30/22	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 7/7/22

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

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

Date and nature of follow-ups, if any:

n/a

Contract #: <u>Toad marker</u>	Station Call Letters: <u>KALM</u>	Date Received/Requested: <u>7/7/22 / 7/7/22</u>
Est. #: n/a	Station Location: <u>75-153 meadow place 9200</u>	Run Start and End Dates: <u>7/11/22 - 8/21/22</u>

**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.