

# Order #469629: Sadler Str../Tax Saving../CA Assoc o../2365

   Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRF
 05/04/20 5:18:28 PM	Processed		<async process>	Jerron Ebt	\$48,000.00	120	0.00
05/04/20 4:50:14 PM	Approved			Bruce Kee	\$48,000.00	120	0.00
05/04/20 4:50:10 PM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Bruce Kee	\$48,000.00	120	0.00
05/04/20 3:09:04 PM	Approval Workflow		[Sales Manager - Ready Default]	Scotty Bas	\$48,000.00	120	0.00
05/04/20 12:54:08 PM	Ready for approval		new order	Kristen Ra	\$48,000.00	120	0.00
05/04/20 12:53:05 PM	New order created		Imported EC Order	Kristen Ra	\$48,000.00	120	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 469629  
**Alt Order #:** 33928930  
**Product Desc:** CA Assoc of Realtors  
**Estimate:** 2365  
**Flight Dates:** 08/17/20 - 09/27/20  
**Original Date / Rev:** 05/04/20 / 05/04/20  
**Order Type:** GENERAL

**KGO-AM**  
**Primary AE:** Katz Los Angeles  
**Sales Office:** K-7.5  
**Sales Region:** N-Katz75

**Agency Name:** Sadler Strategic Media  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
12103 Viewcrest Road  
Studio City, CA 91604

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Tax Savings for Seniors  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-ISS  
**Revenue Code 3:** GEN

**New Business Thru:** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/27/20	08/30/20	24	\$9,600.00	\$8,160.00
08/31/20	09/25/20	96	\$38,400.00	\$32,640.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	24	\$9,600.00	\$8,160.00	0.00
September 2020	96	\$38,400.00	\$32,640.00	0.00
<b>Totals</b>	<b>120</b>	<b>\$48,000.00</b>	<b>\$40,800.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Los Angeles			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	KGOA	08/24/20	09/27/20	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	MTWTF--	1:00	8	\$525.00	P-30	0.00	NM	40	\$21,000.00
AM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/20	08/30/20	MTWTF--		8				\$525.00		0.00			
		Week: 08/31/20	09/06/20	MTWTF--		8				\$525.00		0.00			
		Week: 09/07/20	09/13/20	MTWTF--		8				\$525.00		0.00			
		Week: 09/14/20	09/20/20	MTWTF--		8				\$525.00		0.00			
		Week: 09/21/20	09/27/20	MTWTF--		8				\$525.00		0.00			
N 2	KGOA	08/24/20	09/27/20	M-F Midday M-F	CM	10:00 AM-3:00 PM	MTWTF--	1:00	8	\$300.00	P-30	0.00	NM	40	\$12,000.00
MD -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/20	08/30/20	MTWTF--		8				\$300.00		0.00			
		Week: 08/31/20	09/06/20	MTWTF--		8				\$300.00		0.00			
		Week: 09/07/20	09/13/20	MTWTF--		8				\$300.00		0.00			
		Week: 09/14/20	09/20/20	MTWTF--		8				\$300.00		0.00			
		Week: 09/21/20	09/27/20	MTWTF--		8				\$300.00		0.00			
N 3	KGOA	08/24/20	09/27/20	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	MTWTF--	1:00	8	\$375.00	P-30	0.00	NM	40	\$15,000.00
PM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 469629  
 Alt Order #: 33928930  
 Flight Dates: 08/17/20 - 09/27/20

Advertiser: Tax Savings for Seniors  
 Product Desc: CA Assoc of Realtors  
 Estimate: 2365

**KGO-AM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/24/20	08/30/20	MTWTF--					8	\$375.00		0.00			
Week:		08/31/20	09/06/20	MTWTF--					8	\$375.00		0.00			
Week:		09/07/20	09/13/20	MTWTF--					8	\$375.00		0.00			
Week:		09/14/20	09/20/20	MTWTF--					8	\$375.00		0.00			
Week:		09/21/20	09/27/20	MTWTF--					8	\$375.00		0.00			
													Totals	120	\$48,000.00



# Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)



## Political Broadcast Agreement Form for Non-Candidate/Issue Advertisements (PB-19)

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This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, \_\_\_\_\_, 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:**

Agency name:

Address:

Contact:

Phone number:

Email:

**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:

Address:

Contact:

Phone number:

Email:

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

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

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.

Advertiser/Sponsor	Station Representative
Signature: <i>Sheri Sadler</i>	Signature:
Name:	Name:
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 forms 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:  
\_\_\_\_\_

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

Date and nature of follow-ups, if any:

Contract #:	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

**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.



CALIFORNIA ASSOCIATION OF REALTORS®

## LETTER OF AUTHORIZATION

Laiza Negrete  
1121 L Street, #600  
Sacramento, CA 95814

March 11, 2020

Sheri Sadler  
Sadler Strategic Media, Inc.  
12103 Viewcrest Road  
Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent the *Homeownership for Families and Tax Savings for Seniors FPPC #1400190*.

### Our official information is as follows:

**Name:** Homeownership for Families and Tax Savings for Seniors,  
Sponsored by the California Association of REALTORS®  
**Address:** 1121 L Street #600, Sacramento, CA 95814  
**Phone:** (916) 492-5200  
**Fax:** (916) 444-1794  
**Principal Officer:** Laiza Negrete  
**Treasurer:** Cary Davidson  
**FEDERAL I.D.#** 823407945

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**Signature** (Can be any authorized agent)

Laiza Negrete  
Vice-President of Public Affairs  
California Association of REALTORS®

May 04, 20

CONT# 33928930 Mod# Ver# 1 (Last = )  
 REP Cumulus Media National Sales  
 TO KGO-AM (San Francisco, CA)  
 FM KAREN URBATCHKA  
 OFF LOS ANGELES  
 AGY SADLER STRATEGIC MEDIA  
 ADDR 12103 VIEWCREST RD  
 STUDIO CITY, CA 91604

DDS CONT# 0  
 C/P/E: / / 2365

SALESPERSON FAX#

PH #

BYR ROSA LOZANO  
 ADV TAX SAVINGS FOR SENIORS  
 PDT CA Assoc of Realtors  
 FLT Aug 17, 20 - Sep 27, 20

\* REP ORDER COMMENT \*

\*\* 4/27/2020 4:17:00 PM: NEW ORDER- PLEASE CONFIRM ASAP. IF YOU HAVE ANY QUESTIONS ABOUT THIS ORDER PLEASE CONTACT JORGE 323-966-5077 JORGE.PADILLA@KATZMEDIA.COM.

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	MTWTF..	6A - 10A	60	8/24/2020 - 9/25/2020	5W	8	\$525.00	40
KAREN									
	1.2	MTWTF..	10A - 3P	60	8/24/2020 - 9/25/2020	5W	8	\$300.00	40
	1.3	MTWTF..	3P - 7P	60	8/24/2020 - 9/25/2020	5W	8	\$375.00	40
					** WEEKLY FLIGHT TOTALS **		24	\$48,000.00	

	Aug 20	Sep 20				
SPOTS	24	96				
CASH	9600.00	38400.00				
TRADE	0.00	0.00				
NSL	0.00	0.00				
TOTAL	9600.00	38400.00				

						TOTAL
SPOTS						120
CASH						48,000.00
TRADE						0.00
NSL						0.00
TOTAL						48,000.00

**May 04, 20**  
CONT# **33928930** Mod# Ver# 1 (Last = )  
REP **Cumulus Media National Sales**

DDS CONT# **0**  
C/P/E:  **/ / 2365**

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**\*\* Competitive Comments \*\***

SVC: HOL19 MSA CustRadio

Demo Adults 35+

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.