





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 Ebl | \$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 |
| Totals | 120 | \$48,000.00 | \$40,800.00 | 0.00 |

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)

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.

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit 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

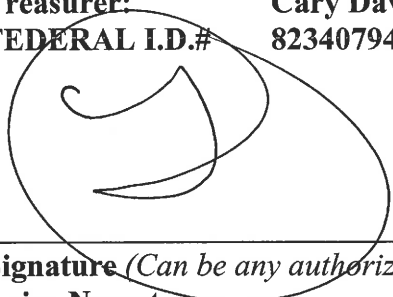
Sheri Sadler
Sadler Strategic Media, Inc.
12103 Viewcrest Road
Studio City, CA 91604

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 |



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 |
|-------|----------------------------|----------------------------|----------|-----|-----------------------|----------|-----|-------------|----------|
| KAREN | 1.1 | FLIGHT 1 MTWTF.. | 6A - 10A | 60 | 8/24/2020 - 9/25/2020 | 5W | 8 | \$525.00 | 40 |
| | 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

**** 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.