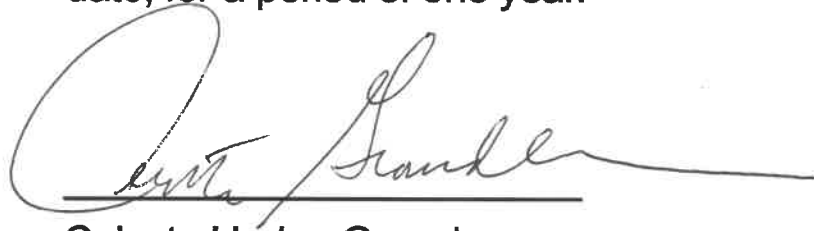


## Agency Representation Agreement

This Agreement between Friends to Elect Margo Bellamy, Post Office Box 202167, Anchorage, Alaska 99520, and Larry Moore & Associates, 800 East Dimond Boulevard, Suite 3-860, Anchorage, Alaska 99515, entered into on this 16th day of March, 2019, grants the above noted Agency the authority to place advertising monies for, and in behalf of Friends to Elect Margo Bellamy. This agreement will be in effect beginning this date, for a period of one year.



Celeste Hodge Growden

Campaign Manager

Friends to Elect Margo Bellamy

March 16, 2019



**LM&A**

## 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:**

Kent, KYMA

**Date:**

3/18/19

I, Celste Hader Greenwood,

being/on behalf of: Margo Bellamy,

a legally qualified candidate of the Anchorage School Board

political party for the office of: NA

in the Municipal Election

election to be held on: April 2, 2019

**do hereby request station time as follows:**

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

**Attach proposed schedule with charges (if available):**

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

MARGO Bellamy for School Board

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:

Ruth McConnell - 907.903.9820

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**

3/16/2019

Date

Chuck Hager Brunden

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Keri Albrecht

Keri Albrecht

AE

Signature

Printed Name

Title

# PROPOSAL



Prepared for:

**Larry Moore & Associates**

800 E Dimond Blvd Ste 3-680

Anchorage, Alaska 99515

Date: 03/18/2019 12:59

Advertiser: Margo Bellamy for School Board

Spots: 92

Total Gross  
Cost: **\$2,000.00**

Rates guaranteed until 03/25/2019

## Summary

<b>Advertiser</b>	Margo Bellamy for School Board
<b>Customer ID</b>	00977548
<b>Title</b>	MARGO BELLAMY FOR ANCHORAGE SCHOOL BOARD
<b>Proposal Number</b>	5476933
<b>Billing Options</b>	Broadcast
<b>Market - Survey(s)</b>	Anchorage - Fa '18
<b>Demographics</b>	Persons 25-54

## Spot Schedule

### KENI-AM

1 Week: 3/18

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
Tue-Fri 6am-10am	30	12	\$18.00	\$216.00	0.6	7.2	\$30.00	800	3.4	2.3
Tue-Fri 10am-3pm	30	12	\$18.00	\$216.00	0.7	8.4	\$25.71	900	4.2	2.1
Tue-Fri 3pm-7pm	30	16	\$17.00	\$272.00	0.2	3.2	\$85.00	300	2.8	1.4
Sat-Sun 10am-3pm	30	4	\$8.00	\$32.00	0.3	1.2	\$26.67	400	3.4	0.4
<b>Weekly Total</b>		<b>44</b>		<b>\$736.00</b>	<b>0.5</b>	<b>20.0</b>	<b>\$36.80</b>	<b>600</b>	<b>6.7</b>	<b>3.2</b>
<b>Flight Total</b>		<b>44</b>		<b>\$736.00</b>	<b>0.5</b>	<b>20.0</b>	<b>\$36.80</b>	<b>600</b>	<b>6.7</b>	<b>3.2</b>

### KYMG-FM

1 Week: 3/18

Daypart/Program	Len	Spots	Rate	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
Tue-Fri 6am-10am	30	16	\$29.00	\$464.00	0.9	14.4	\$32.22	1,100	3.0	4.8
Tue-Fri 10am-3pm	30	12	\$27.00	\$324.00	1.0	12.0	\$27.00	1,200	2.6	4.5
Tue-Fri 3pm-7pm	30	16	\$27.00	\$432.00	1.0	16.0	\$27.00	1,200	2.4	6.6
Sat-Sun 6am-7pm	30	4	\$11.00	\$44.00	0.5	2.0	\$22.00	600	1.2	1.6
<b>Weekly Total</b>		<b>48</b>		<b>\$1,264.00</b>	<b>0.9</b>	<b>44.4</b>	<b>\$28.47</b>	<b>1,100</b>	<b>3.9</b>	<b>11.2</b>
<b>Flight Total</b>		<b>48</b>		<b>\$1,264.00</b>	<b>0.9</b>	<b>44.4</b>	<b>\$28.47</b>	<b>1,100</b>	<b>3.9</b>	<b>11.2</b>

## Proposal Totals

	Spots	Gross	AQH Rtg	GRPs	CPP	AQH	Freq	% Mkt
<b>KENI-AM</b>	44	\$736.00	0.5	20.0	\$36.80	600	6.7	3.2
<b>KYMG-FM</b>	48	\$1,264.00	0.9	44.4	\$28.47	1,100	3.9	11.2
<b>Total</b>	<b>92</b>	<b>\$2,000.00</b>	<b>0.7</b>	<b>64.4</b>	<b>\$31.06</b>	<b>900</b>	<b>4.5</b>	<b>14.5</b>

\*CPP and CPM values are calculated as gross amounts.  
The terrestrial radio audience estimates in this order are derived by iHeartMedia Revenue Platforms based on Nielsen Audio's copyrighted and proprietary audience estimates. Scarborough Data: Copyright © 2012 Scarborough. All Rights Reserved.

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Printed: 03/18/2019 14:56:30

**Margo Bellamy for School Board**  
c/o Larry Moore & Associates  
Attn:  
800 E Dimond Blvd Ste 3-680  
Anchorage, AK 99515

Advertiser No:	977548	Order No:	1316618841
Start Date:	03/19/2019	Co-op:	No
End Date:	03/24/2019	Package:	No
Month Type:	Broadcast	Agency Comm.:	15%
Revision #:	0		
CPE:			
AE:	ALBRECHT, KERI		
Entered:	03/18/2019 02:30 PM by Fusion		
Last Update:	03/18/2019 02:56 PM by anc1cmb		
Note:	KEN/KYMG School Board Seat A		
Note 2:	2019 Municipal Election		
Spl Req Inv:	PAID: Cash In Advance		

Market	Station	Bind To	Start Date	End Date	No Of Weeks	Rate Rev.	Type	Skip W.	M	T	W	T	F	S	S	Spots/ W.	Spot Length	Ord Spots	Ord Cost
1	Anchorage KENI-AM	06:00-10:00 Commercial	03/19/19	03/22/19	1	18.00	Local Agency-Political	0	0	3	3	3	3	0	0	12	30	12	216.00
2	Anchorage KYMG-FM	06:00-10:00 Commercial	03/19/19	03/22/19	1	29.00	Local Agency-Political	0	0	4	4	4	4	0	0	16	30	16	464.00
3	Anchorage KYMG-FM	10:00-15:00 Commercial	03/19/19	03/22/19	1	27.00	Local Agency-Political	0	0	3	3	3	3	0	0	12	30	12	324.00
4	Anchorage KENI-AM	10:00-15:00 Commercial	03/19/19	03/22/19	1	18.00	Local Agency-Political	0	0	3	3	3	3	0	0	12	30	12	216.00
5	Anchorage KENI-AM	15:00-19:00 Commercial	03/19/19	03/22/19	1	17.00	Local Agency-Political	0	0	4	4	4	4	0	0	16	30	16	272.00
6	Anchorage KYMG-FM	15:00-19:00 Commercial	03/19/19	03/22/19	1	27.00	Local Agency-Political	0	0	4	4	4	4	0	0	16	30	16	432.00
7	Anchorage KYMG-FM	06:00-19:00 Commercial	03/23/19	03/24/19	1	11.00	Local Agency-Political	0	0	0	0	0	0	2	2	4	30	4	44.00
8	Anchorage KENI-AM	10:00-15:00 Commercial	03/23/19	03/24/19	1	8.00	Local Agency-Political	0	0	0	0	0	0	2	2	4	30	4	32.00

No. of Spots/Misc/Digital:	92/0/0	Ordered Gross:	\$2,000.00
		Agency Commission:	\$300.00
		Ordered Net:	\$1,700.00
		<b>Total Net Due:</b>	<b>\$1,700.00</b>

[illegible]