

# CONTRACT



**KTDY-FM**  
**1749 Bertrand Dr.**  
**Lafayette, LA 70506**  
**(337) 233-6000**

And:

**Pope for City Council**  
**Attention: Mark Pope**  
**102 Bon Marge Circle**  
**Lafayette, LA 70506**

<u>Contract / Revision</u> 1323205 /		<u>Alt Order #</u>
<u>Advertiser</u> Pope for City Council		<u>Original Date / Revision</u> 10/28/19 / 10/28/19
<u>Contract Dates</u> 10/29/19 - 11/04/19	<u>Estimate #</u>	
<u>Product</u> Lafayette City Council District 1		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KTDY-FM	<u>Account Executive</u> Mary Galyean	<u>Sales Office</u> Local Lafayette
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

## KMDL-FM - 1323205A

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KMDL	10/29/19	11/03/19	M-F AM Drive	6am-10am		:30			NM	5	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/28/19	11/03/19	-TWTF--	5			\$45.00				
N 2	KMDL	10/29/19	11/03/19	M-F Midday	10am-3pm		:30			NM	5	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/28/19	11/03/19	-TWTF--	5			\$45.00				
N 3	KMDL	10/29/19	11/03/19	M-F PM Drive	3pm-7pm		:30			NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/28/19	11/03/19	-TWTF--	5			\$20.00				
N 4	KMDL	11/02/19	11/02/19	Sa-Su Midday	10am-3pm		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/28/19	11/03/19	-----S-	1			\$25.00				
N 5	KMDL	11/02/19	11/02/19	Sa-Su Evening	7pm-12xm		:30			NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/28/19	11/03/19	-----S-	4			\$30.00				
<b>Totals</b>											<b>20</b>	<b>\$695.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/19 - 10/31/19	12	\$440.00	\$440.00
11/01/19 - 11/02/19	8	\$255.00	\$255.00
<b>Totals</b>	<b>20</b>	<b>\$695.00</b>	<b>\$695.00</b>

## KTDY-FM - 1323205B

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KTDY	10/29/19	11/03/19	M-F AM Drive	6am-10am		:30			NM	5	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/28/19	11/03/19	-TWTF--	5			\$36.00				
N 2	KTDY	10/29/19	11/03/19	M-F Midday	10am-3pm		:30			NM	5	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/28/19	11/03/19	-TWTF--	5			\$21.00				
N 3	KTDY	10/29/19	11/03/19	M-F PM Drive	3pm-7pm		:30			NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				

(\* 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.



**KTDY-FM**  
**1749 Bertrand Dr.**  
**Lafayette, LA 70506**  
**(337) 233-6000**

<u>Contract / Revision</u>	<u>Alt Order #</u>
1323205 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Pope for City Council	10/28/19 / 10/28/19

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/29/19 - 11/04/19	Lafayette City Council D	

**KTDY-FM - 1323205B**

KTDY-FM - 1323205B					Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
*Line	Ch	Start Date	End Date	Description								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/28/19	11/03/19	-TWTF--	5	\$30.00						
N 4	KTDY	11/02/19	11/02/19	Sa-Su Midday	10am-3pm		:30			NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/28/19	11/03/19	-----S-	2	\$15.00						
N 5	KTDY	11/02/19	11/02/19	Sa-Su Evening	7pm-12xm		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/28/19	11/03/19	-----S-	2	\$25.00						
Totals											19	\$515.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/19 -10/31/19	12	\$348.00	\$348.00
11/01/19 -11/02/19	7	\$167.00	\$167.00
<b>Totals</b>	<b>19</b>	<b>\$515.00</b>	<b>\$515.00</b>

**Contract Totals** 39 \$1,210.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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## 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:

Date:

Lafayette, Louisiana

10/25/19

I, Mark A. Pope,

being/on behalf of: myself, a legally

qualified candidate of the Republican political

party for the office of: Lafayette City Council District 1

in the Parish of Lafayette, State of Louisiana

election to be held on: Saturday, November 16, 2019

do hereby request station time as follows:

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

Total Charges: \$1,210.00



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Mark Pope  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

✓ Mark A. Pope  
signature of candidate or authorized committee

✓ MARK A. POPE 10-25-19  
printed name date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

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

✓ The Mark Pope Campaign Fund

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:

✓ David B. Pope

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).

**To Be Signed By Candidate or Authorized Committee**

✓ 10-25-19 Mark A. Pope  
Date Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Mary Galyean Mary Galyean A.E.  
Signature Printed Name Title

## Mark Pope KTDY &amp; KMDL 10.30-11.4.19

From: Mary Galyean  
 Phone: (337) 233-6000  
 Email: mary.galyean@townsquaremedia.com  
 10/28/2019 6:26 PM

Flight Dates: 10/30/2019 - 11/04/2019

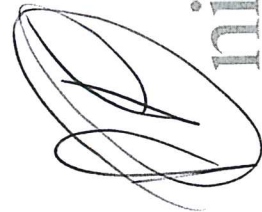
Demo: P 21+

Radio Market: LAFAYETTE, LA

Survey: SP19 / FA18

Geography: Metro

Daypart	Spots	Length	Unit Rate	Total Cost	GRPs	Net Reach	Frequency	Gls
<b>Radio Total</b>	<b>39</b>		<b>\$31.03</b>	<b>\$1,210.00</b>	<b>64.8</b>	<b>85,100</b>	<b>3.1</b>	<b>263,100</b>
<b>KMDL-FM</b>	<b>20</b>		<b>\$34.75</b>	<b>\$695.00</b>	<b>42.6</b>	<b>57,600</b>	<b>3.0</b>	<b>172,500</b>
Flight A - 1 wk (10/28)								
One Week Total	20		\$34.75	\$695.00	42.6	57,600	3.0	172,500
M-F 6A-10A	5 30		\$45.00	\$225.00	8.0	20,000	1.6	32,000
M-F 10A-3P	5 30		\$45.00	\$225.00	8.0	20,100	1.6	32,500
M-F 3P-7P	5 30		\$20.00	\$100.00	7.5	20,400	1.5	30,500
Sa 10A-3P	1 30		\$25.00	\$25.00	1.5	6,300	1.0	6,300
Sa 7P-12M	4 30		\$30.00	\$120.00	17.6	24,200	2.9	71,200
<b>KTDY-FM</b>	<b>19</b>		<b>\$27.11</b>	<b>\$515.00</b>	<b>22.2</b>	<b>36,300</b>	<b>2.5</b>	<b>90,600</b>
Flight A - 1 wk (10/28)								
One Week Total	19		\$27.11	\$515.00	22.2	36,300	2.5	90,600
M-F 6A-10A	5 30		\$36.00	\$180.00	6.0	15,700	1.6	25,000
M-F 10A-3P	5 30		\$21.00	\$105.00	7.0	17,200	1.7	28,500
M-F 3P-7P	5 30		\$30.00	\$150.00	6.0	15,100	1.6	23,500
Sa 10A-3P	2 30		\$15.00	\$30.00	1.8	5,500	1.4	7,600
Sa 3P-7P	2 30		\$25.00	\$50.00	1.4	4,400	1.4	6,000



The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: LAFAYETTE, LA; SP19 / FA18; Metro; Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.  
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# Mark Pope KTDY & KMDL 10.30-11.4.19



From: Mary Galyean  
 Phone: (337) 233-6000  
 Email: mary.galyean@townsquaremedia.com  
 10/28/2019 6:26 PM

## Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	GRPs	Net Reach	Frequency	Gls
Radio Total	39	\$31.03	\$1,210.00	64.8	85,100	3.1	263,100
KMDL-FM	20	\$34.75	\$695.00	42.6	57,600	3.0	172,500
KTDY-FM	19	\$27.11	\$515.00	22.2	36,300	2.5	90,600

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

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# Detailed Sourcing Summary

Radio Market: LAFAYETTE, LA  
Survey: Average of Nielsen Radio Spring 2019, Nielsen Radio Fall 2018  
Geography: Metro  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 21+ (Primary)	408,600	2,224

Stations: User Selected  
Additional  
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: [http://www.arbitron.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website:  
Rating Reliability Estimator:

<http://ascription.nielsen.com>  
<https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.  
<https://ebook.nielsen.com/secure/RR8/2018FAL/0253.pdf/s/SpecialNotices.pdf>

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nielsen  
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# Detailed Sourcing Summary

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Ascription Website: <http://ascription.nielsen.com>  
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.  
<https://ebook.nielsen.com/secure/RR8/2019SPR/0253pdfs/SpecialNotices.pdf>

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