

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Gilbert Gonzalez, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Gilbert Gonzalez

Authorized committee:

self

Agency requesting time (and contact information):

N/A

Candidate's political party:

Office sought (no acronyms or abbreviations):

Date of election:

December 17, 2022

General

Primary

Treasurer of candidate's authorized committee:

Enrique Longoria

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.**

Candidate/Committee/Agency	Station Representative
Signature:	Signature:
Name: Gilbert Gonzalez	Name: Patricia Arispe
Date of Request to Purchase Ad Time: 11/29/2022	Date of Station Agreement to Sell Time: 11/29/2022

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) 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 or if 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.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 11/29/22

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <u>411920</u>	Station Call Letters: <u>FOUR</u>	Date Received/Requested: <u>11/29/22</u>
Est. #: <u>N/A</u>	Station Location: <u>Colledo TX</u>	Run Start and End Dates: <u>11/30/22-12/17/22</u>

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.



**POLITICAL: Gonzalez RUN OFF**



From: PATRICIA ARISPE  
 Phone: (956) 794-9121  
 Email: parispe@communications.com  
 11/28/2022 6:17 PM

Flight Dates: 11/30/2022 - 12/17/2022  
 Demo: P 12+

Radio Market: LAREDO, TX  
 Survey: SP22 / FA21  
 Geography: Metro

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gis
<b>Radio Total</b>		<b>190</b>		<b>\$18.07</b>	<b>\$3,434.00</b>	<b>1.0%</b>	<b>\$17.68</b>	<b>194.2</b>	<b>100%</b>	<b>100%</b>	<b>57.0%</b>	<b>125,900</b>	<b>3.4</b>	<b>432,000</b>
<b>KBDR-FM</b>		<b>64</b>		<b>\$15.80</b>	<b>\$1,011.50</b>	<b>1.0%</b>	<b>\$17.03</b>	<b>59.4</b>	<b>31%</b>	<b>29%</b>	<b>19.1%</b>	<b>42,200</b>	<b>3.2</b>	<b>134,000</b>
<b>Flight A - 1 wk (11/28)</b>														
		22		\$15.26	\$335.75	0.9%	\$17.95	18.7	10%	10%	9.1%	20,100	2.1	42,000
One Week Total		22		\$15.26	\$335.75	0.9%	\$17.95	18.7	10%	10%	9.1%	20,100	2.1	42,000
	Sa 6A-7P	5	30	\$17.85	\$89.25	0.7%	\$25.50	3.5	19%	27%	2.2%	4,800	1.6	7,500
	Su 6A-7P	5	30	\$8.50	\$42.50	0.4%	\$21.25	2.0	11%	13%	1.4%	3,100	1.5	4,500
	W-F 6A-12M	12	30	\$17.00	\$204.00	1.1%	\$15.45	13.2	71%	61%	7.4%	16,300	1.8	30,000
<b>Flight A - 1 wk (12/05)</b>														
		25		\$15.30	\$382.50	1.0%	\$15.94	24.0	12%	11%	10.6%	23,500	2.3	54,500
One Week Total		25		\$15.30	\$382.50	1.0%	\$15.94	24.0	12%	11%	10.6%	23,500	2.3	54,500
	M-F 6A-12M	20	30	\$17.00	\$340.00	1.1%	\$15.45	22.0	92%	89%	10.1%	22,300	2.2	50,000
	Su 6A-7P	5	30	\$8.50	\$42.50	0.4%	\$21.25	2.0	8%	11%	1.4%	3,100	1.5	4,500
<b>Flight A - 1 wk (12/12)</b>														
		17		\$17.25	\$293.25	1.0%	\$17.56	16.7	9%	9%	9.0%	19,800	1.9	37,500
One Week Total		17		\$17.25	\$293.25	1.0%	\$17.56	16.7	9%	9%	9.0%	19,800	1.9	37,500
	M-F 6A-12M	12	30	\$17.00	\$204.00	1.1%	\$15.45	13.2	79%	70%	7.9%	17,400	1.7	30,000
	Sa 6A-7P	5	30	\$17.85	\$89.25	0.7%	\$25.50	3.5	21%	30%	2.2%	4,800	1.6	7,500
<b>KNEX-FM</b>		<b>62</b>		<b>\$22.76</b>	<b>\$1,411.00</b>	<b>1.3%</b>	<b>\$17.68</b>	<b>79.8</b>	<b>41%</b>	<b>41%</b>	<b>29.1%</b>	<b>64,400</b>	<b>2.8</b>	<b>177,200</b>
<b>Flight A - 1 wk (11/28)</b>														
		22		\$21.64	\$476.00	1.3%	\$17.44	27.3	14%	14%	14.5%	32,100	1.9	60,700
One Week Total		22		\$21.64	\$476.00	1.3%	\$17.44	27.3	14%	14%	14.5%	32,100	1.9	60,700
	M-F 6A-12M	12	30	\$25.50	\$306.00	1.4%	\$18.21	16.8	62%	64%	10.9%	24,100	1.5	37,200
	Sa 6A-7P	5	30	\$17.00	\$85.00	1.3%	\$13.08	6.5	24%	18%	4.6%	10,100	1.4	14,500

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: LAREDO, TX: SP22 / FA21; Metro; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.  
 Copyright © 2022 The Nielsen Company. All rights reserved.



POLITICAL: Gonzalez RUN OFF



From: PATRICIA ARISPE  
 Phone: (956) 794-9121  
 Email: parispe@rcommunications.com  
 11/28/2022 6:17 PM

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GRs
<b>KNEX-FM (continued)</b>															
Flight A - 1 wk (12/05)	Su 6A-7P		5	30	\$17.00	\$85.00	0.8%	\$21.25	4.0	15%	18%	2.8%	6,100	1.5	9,000
One Week Total			23		\$23.65	\$544.00	1.3%	\$18.63	29.2	15%	16%	14.8%	32,600	2.0	64,800
	M-F 6A-12M	MFROT	18	30	\$25.50	\$459.00	1.4%	\$18.21	25.2	86%	84%	13.7%	30,200	1.8	55,800
	Su 6A-7P		5	30	\$17.00	\$85.00	0.8%	\$21.25	4.0	14%	16%	2.8%	6,100	1.5	9,000
Flight A - 1 wk (12/12)															
One Week Total			17		\$23.00	\$391.00	1.4%	\$16.78	23.3	12%	11%	13.3%	29,500	1.8	51,700
	M-F 6A-12M	MFROT	12	30	\$25.50	\$306.00	1.4%	\$18.21	16.8	72%	78%	10.9%	24,100	1.5	37,200
	Sa 6A-7P		5	30	\$17.00	\$85.00	1.3%	\$13.08	6.5	28%	22%	4.6%	10,100	1.4	14,500
<b>KOUR-FM</b>			<b>64</b>		<b>\$15.80</b>	<b>\$1,011.50</b>	<b>0.9%</b>	<b>\$18.39</b>	<b>55.0</b>	<b>28%</b>	<b>29%</b>	<b>19.5%</b>	<b>43,000</b>	<b>2.8</b>	<b>120,800</b>
Flight A - 1 wk (11/28)															
One Week Total			22		\$15.26	\$335.75	0.8%	\$19.19	17.5	9%	10%	9.5%	20,900	1.8	38,400
	M-F 6A-12M	MFROT	12	30	\$17.00	\$204.00	1.0%	\$17.00	12.0	69%	61%	7.6%	16,700	1.6	26,400
	Sa 6A-7P		5	30	\$17.00	\$85.00	0.7%	\$24.29	3.5	20%	25%	2.3%	5,000	1.5	7,500
	Su 6A-7P		5	30	\$9.35	\$46.75	0.4%	\$23.38	2.0	11%	14%	1.4%	3,200	1.4	4,500
Flight A - 1 wk (12/05)															
One Week Total			25		\$15.47	\$386.75	0.9%	\$17.58	22.0	11%	11%	10.4%	23,000	2.1	48,500
	M-F 6A-12M	MFROT	20	30	\$17.00	\$340.00	1.0%	\$17.00	20.0	91%	88%	9.9%	21,900	2.0	44,000
	Su 6A-7P		5	30	\$9.35	\$46.75	0.4%	\$23.38	2.0	9%	12%	1.4%	3,200	1.4	4,500
Flight A - 1 wk (12/12)															
One Week Total			17		\$17.00	\$289.00	0.9%	\$18.65	15.5	8%	8%	8.8%	19,500	1.7	33,900
	M-F 6A-12M	MFROT	12	30	\$17.00	\$204.00	1.0%	\$17.00	12.0	77%	71%	7.6%	16,700	1.6	26,400
	Sa 6A-7P		5	30	\$17.00	\$85.00	0.7%	\$24.29	3.5	23%	29%	2.3%	5,000	1.5	7,500

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: LAREDO, TX; SP22 / FA21; Metro; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.  
 Copyright © 2022 The Nielsen Company. All rights reserved.





**POLITICAL: Gonzalez RUN OFF**



From: PATRICIA ARISPE  
 Phone: (956) 794-9121  
 Email: parispe@communications.com  
 11/28/2022 6:17 PM

**Schedule Grand Totals: 3 Weeks**

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls	CPM
<b>Radio Total</b>	<b>190</b>	<b>\$18.07</b>	<b>\$3,434.00</b>	<b>1.0%</b>	<b>\$17.68</b>	<b>194.2</b>	<b>100%</b>	<b>100%</b>	<b>57.0%</b>	<b>125,900</b>	<b>3.4</b>	<b>432,000</b>	<b>\$7.86</b>
KBDR-FM	64	\$15.80	\$1,011.50	1.0%	\$17.03	59.4	31%	29%	19.1%	42,200	3.2	134,000	\$7.52
KNEX-FM	62	\$22.76	\$1,411.00	1.3%	\$17.68	79.8	41%	41%	28.1%	64,400	2.8	177,200	\$7.85
KQUR-FM	64	\$15.80	\$1,011.50	0.9%	\$18.39	55.0	28%	29%	19.5%	43,000	2.8	120,800	\$8.32

Patricia Arispe

Accepted by Station

11/29/2022

Date

*Patricia Arispe*

Accepted by Client

11-29-22

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.

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: LAREDO, TX; SP22 / FA21; Metro; Multiple Dayparts Used; P 12-; See Detailed Sourcing Page for Complete Details.  
 Copyright © 2022 The Nielsen Company. All rights reserved.



# Detailed Sourcing Summary

Radio Market: LAREDO, TX  
Survey: Average of Nielsen Radio Spring 2022, Nielsen Radio Fall 2021  
Geography: Metro  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population	Intab
Persons 12+ (Primary)	221,000	1,169

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: <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/RR8/2021FAL/0506/pdfs/SpecialNotices.pdf>

Report: Copyright 2008 Nielsen. Software: Copyright 2008-2020 Nielsen. Nielsen Radio Data: Copyright 2021-2022 Nielsen. All rights reserved. For use pursuant to a license from The Nielsen Company. Subject to the limitations and qualifications disclosed in the data and reports.  
TAPSCAN is a mark of TAPSCAN Inc. used under license. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZI/ACN Trademarks, L.L.C.  
Copyright © 2022 The Nielsen Company. All rights reserved.



# CONTRACT



**KBDR-FM**  
 216 W. Village Blvd.  
 Suite 101  
 Laredo, TX 78041  
 (956) 725-1000

www.radiounited.com

<u>Contract / Revision</u> 41920 /		<u>Alt Order #</u>
<u>Advertiser</u> Gilbert Gonzalez for City Council Pct 1		<u>Original Date / Revision</u> 11/29/22 / 12/02/22
<u>Contract Dates</u> 11/26/22 - 12/17/22	<u>Estimate #</u>	
<u>Product</u> RUN OFF		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KBDR-FM	<u>Account Executive</u> Patricia Arispe	<u>Sales Office</u> Laredo Local
<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>	

And:

Gilbert Gonzalez for City Council Pct 1  
 2400 Colonia Loop  
 Laredo, TX 78046

KBDR-FM - 41920A												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KBDR	11/30/22	12/17/22	M-F	6a-12a		:30			NM	44	\$748.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/28/22	12/04/22	--WTF--				12	\$17.00			
	Week:	12/05/22	12/11/22	MTWTF--				20	\$17.00			
	Week:	12/12/22	12/18/22	MT--F--				12	\$17.00			
D 2	KBDR	12/05/22	12/17/22	Sa-Su	6a-7p		:30			NM	0	\$0.00
D 3	KBDR	11/30/22	12/11/22	Sa-Su	6a-7p		:30			NM	0	\$0.00
D 4	KBDR	12/11/22	12/11/22	Sa-Su	6a-7p		:30			NM	0	\$0.00
<b>Totals</b>											44	\$748.00

Time Period	# of Spots	Gross Amount	Net Amount
11/01/22 - 11/30/22	4	\$68.00	\$68.00
12/01/22 - 12/16/22	40	\$680.00	\$680.00
<b>Totals</b>	44	\$748.00	\$748.00

KNEX-FM - 41920B												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KNEX	11/30/22	12/17/22	M-F 6a-12a	6a-12a		:30			NM	42	\$1,071.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/28/22	12/04/22	--444--				12	\$25.50			
	Week:	12/05/22	12/11/22	43434--				18	\$25.50			
	Week:	12/12/22	12/18/22	44--4--				12	\$25.50			
D 2	KNEX	11/26/22	12/17/22	Sa-Su	6:00 AM-7:00 PM		:30			NM	0	\$0.00
D 3	KNEX	12/04/22	12/11/22	Sa-Su	6:00 AM-7:00 PM		:30			NM	0	\$0.00
<b>Totals</b>											42	\$1,071.00

Time Period	# of Spots	Gross Amount	Net Amount
11/01/22 - 11/30/22	4	\$102.00	\$102.00
12/01/22 - 12/16/22	38	\$969.00	\$969.00
<b>Totals</b>	42	\$1,071.00	\$1,071.00

(\* 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.





www.radiounited.com

<b>Contract / Revision</b> 41920 /	<b>Alt Order #</b>
---------------------------------------	--------------------

<b>Advertiser</b> Gilbert Gonzalez for City Council Pct 1	<b>Original Date / Revision</b> 11/29/22 / 12/02/22
--	--

<b>Contract Dates</b> 11/26/22 - 12/17/22	<b>Product</b> RUN OFF	<b>Estimate #</b>
--	---------------------------	-------------------

Time Period	# of Spots	Gross Amount	Net Amount
12/01/22 - 12/17/22	20	\$340.00	\$340.00
<b>Totals</b>	<b>20</b>	<b>\$340.00</b>	<b>\$340.00</b>

KQUR-FM - 41920F				Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 1	KQUR	11/30/22	12/17/22	M-Su 6a-12a		:30			NM	0	\$0.00
N 2	KQUR	11/26/22	12/17/22	Sa-Su 6a-7p		:30			NM	10	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/21/22	11/27/22	-----			0	\$17.00			
	Week:	11/28/22	12/04/22	-----S-			5	\$17.00			
	Week:	12/05/22	12/11/22	-----			0	\$17.00			
	Week:	12/12/22	12/18/22	-----S-			5	\$17.00			
N 3	KQUR	12/04/22	12/11/22	Sa-Su 6a-7p		:30			NM	10	\$93.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/28/22	12/04/22	-----5			5	\$9.35			
	Week:	12/05/22	12/11/22	-----5			5	\$9.35			
N 4	KQUR	12/05/22	12/17/22		M-F 6a-12a	:30			NM	32	\$544.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>			
	Week:	12/05/22	12/11/22	44444--			20	\$17.00			
	Week:	12/12/22	12/18/22	44--4--			12	\$17.00			
<b>Totals</b>										<b>52</b>	<b>\$807.50</b>

Time Period	# of Spots	Gross Amount	Net Amount
12/01/22 - 12/17/22	52	\$807.50	\$807.50
<b>Totals</b>	<b>52</b>	<b>\$807.50</b>	<b>\$807.50</b>

**Contract Totals 190 \$3,434.00**

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

(\* 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.



**Radio United**  
**PAYMENT RECEIPT**

Name : Hector Cortez

Date: 11/29/2022

Amount: \$ 1,000

Payment for: Gilbert Gonzalez Politicia RUN OFF Campaign



Payment Received By : Patricia Arispe

X Kevin Del Rio KUD

X Carla Arispe

\$ 1,000  
CASH

GILBERT GONZALEZ CAMPAIGN  
PH. 956-763-7735

88-752  
11/89 00

224

DATE 11-29-22

PAY TO THE  
ORDER OF

Radio United

\$ 2,434.<sup>00</sup>

two thousand four hundred thirty four Dollars

DOLLARS

**RIBC BANK.**

Laredo, TX

MC. Value - (814) 723-2929

MEMO

Political Advertisement

⑆ 114902528⑆ 2114909379⑆ 0224