

ORDER



Orders
Order / Rev: 720322
 Alt Order #: _____
Product Desc: ALEX DIAZ DE LA PORTILLA
Estimate: District 1
Flight Dates: 10/30/23 - 10/30/23
Original Date / Rev: 10/27/23 / 10/27/23
Order Type: GENERAL

WSBS
Primary AE: Mariela Mea
Sales Office: MLOC
Sales Region: Local

Agency
Name: HEH & ASSOCIATES
Buying Contact: Humberto Hernandez
Billing Contact: _____
1311 SW 57th Ave.
Coral Gables, FL 33144

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

Advertiser
Name: Proven Leadership for Miami Dade Co
Demographic: A35+
Product Codes: PL2 - Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-3

New Business End: _____
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General
Order Separation: 00:00:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/23	10/30/23	4	\$2,500.00	\$2,125.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2023	4	\$2,500.00	\$2,125.00	0.00
Totals	4	\$2,500.00	\$2,125.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mariela Mea	MLOC	Local	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 3	22	10/30/23	10/30/23	8P-9P Ahora Con Oscar Haza	CM	8P-9P-MO-FR-On	2-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
One Per Break															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/23	11/05/23	2-----			2		\$800.00		0.00				
N 9	22	10/30/23	10/30/23	7P-8P M-F Sevcec	CM	7P-8P M-F	2-----	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
One Per Break															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/23	11/05/23	2-----			2		\$450.00		0.00				
													Totals	4	\$2,500.00

CONTRACT



WSBS
 7007 NW 77th Avenue
 Miami, FL 33166
 (305)644-4800

www.spanishbroadcasting.com

And:

HEH & ASSOCIATES
 Attention: Humberto Hernandez
 1311 SW 57th Ave.
 Coral Gables, FL 33144

<u>Contract / Revision</u> 720322 /		<u>Alt Order #</u>
<u>Advertiser</u> Proven Leadership for Miami Dade County		<u>Original Date / Revision</u> 10/27/23 / 10/27/23
<u>Contract Dates</u> 10/30/23 - 10/30/23	<u>Estimate #</u> District 1	
<u>Product</u> ALEX DIAZ DE LA PORTILLA		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSBS	<u>Account Executive</u> Mariela Mea	<u>Sales Office</u> WSBS Local Sa
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 3	22	10/30/23	10/30/23	Ahora Con Oscar Haza	8P-9P-MO-FR-One		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	2-----				2	\$800.00			
N 9	22	10/30/23	10/30/23	Sevcec	7P-8P M-F		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/23	11/05/23	2-----				2	\$450.00			
Totals											4	\$2,500.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/23 - 10/30/23	4	\$2,500.00	(\$375.00)	\$2,125.00
Totals	4	\$2,500.00	(\$375.00)	\$2,125.00

Signature: Humberto Hernandez Date: 10-27-23

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

TERMS AND CONDITIONS: 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. This insertion order is subject to the Terms and Conditions of Advertising Orders ("Terms and Conditions - AO") located at www.spanishbroadcasting.com/termsandconditionsAO.html, and such Terms and Conditions - AO are made a part of this insertion order and incorporated by reference. By submitting this Insertion Order via the WideOrbit System, Advertiser, Agency and/or Service represents that it has read and agrees to such "Terms and Conditions - AO" and shall be jointly and severally liable for payment to Media Provider/Station.

This Media Provider/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.

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Nancy Brown, 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: **HEH & ASSOCIATES**

Address: **1311 SW 57TH AVENUE, CORAL GABLES, FL 33144**

Contact: **HUMBERTO HERNANDEZ** | Phone number: **305-4672404** | Email: **hhernandez@hehconsultingfirm.com**

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: **Proven Leadership for Miami Dade County**

Address: **7700 North Kendal Drive Miami, FL 33156**

Contact: **Nancy Brown** | Phone number: **305-915-0093** | Email:

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

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

None

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: **Alex Diaz de la Portilla**

Office(s) sought by such candidate(s) (no acronyms or abbreviations): **City of Miami Commission Seat District 1**

Date of election: **November 7, 2023**

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>Nancy Brown</i>	Signature: <i>Mariela Mea</i>
Name: Nancy Brown	Name: Mariela Mea
Date of Request to Purchase Ad Time: 10-5-23	Date of Station Agreement to Sell Time: 10/27/23

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: 10/20/23

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) 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 (optional):

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

Date and nature of follow-ups, if any:

Contract #: 720322	Station Call Letters: WSBS	Date Received/Requested: 10/27/23
Est. #:	Station Location: MIAMI	Run Start and End Dates: 10/30-10/30/23

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.