

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Carol Gleeson, 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: Alliance of CA Farmers and Ranchers Against Higher Electrical Costs - No On Prop 15

Agency name: Push Media (DBA Gleeson Digital Strategies)

Address: 1130 Robertson Way Sacramento, CA 95818

Contact: Carol Gleeson

Phone number: 916-626-2699

Email: carol@gleesondigitalstrategies.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: Alliance of CA Farmers and Ranchers Against Higher Electrical Costs - No On Prop 15

Address: 1127 11th Street Suite 210, Sacramento CA 95814

Contact: Laura Ann Stephen

Phone number: 916-626-2699

Email: carol@gleesondigitalstrategies.com

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.):

Treasurer: Laura Ann Stephen
Assistant Treasurer: Kimberly Urbano
Principal Officer: Darrin Montiero
Lawyer: Ashlee Titus

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

Signature: *Carol Gleeson*

Name: Carol Gleeson

Date of Request to Purchase Ad Time: 9-11-20

Station Representative

Signature: *[Signature]*

Name: Lance McDaniel

Date of Station Agreement to Sell Time: 9-11-20

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: 9-11-20

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 #: 1650744, 1650840, 1650843,
1650820, 1650854, 1650858, 1650822, 1650853, 1650860

Est. #:
475

Station Call Letters:
KSON-FM, KXSN-FM, KYXY-FM

Station Location:
San Diego

Date Received/Requested:
10/13/20

Run Start and End Dates:
10/14 – 10/30/20

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.

ORDER

Orders
Order / Rev: 1650860
Alt Order #: 34441249
Product Desc: No on Prop 15
Estimate: 475
Flight Dates: 10/26/20 - 11/01/20
Original Date / Rev: 10/13/20 / 10/13/20
Order Type: MULTI-MARKET

Entercom San Diego KYXY

Primary AE: Katz Dallas
Sales Office: K-DAL
Sales Region: National

Agency
Name: Gleeson Digital Strategies
Buying Contact:
Billing Contact:
 1130 Robertson Way
 Sacramento, CA 95818

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

Advertiser
Name: Alliance of California's Farmers and R
Demographic: A50+
Product Codes: Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS

New Business Thru:
Advertiser External ID: 199933
Agency External ID: 180061
Unit Code: Issue - Local

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	10/30/20	45	\$10,125.00	\$8,606.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	45	\$10,125.00	\$8,606.25	0.00
Totals	45	\$10,125.00	\$8,606.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Dallas	K-DAL	National	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	KYXY	10/26/20	11/01/20	M-F 6a-7p 10:00 AM-7:00 PM	CM	10:00 AM-7:00 PM (10:00 AM-7:00 PM)	MTWTF--	1:00	45	\$225.00	ISSUI	0.00	NM	45	\$10,125.00
MD -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	MTWTF--			45			\$225.00		0.00			
													Totals	45	\$10,125.00

Oct 13, 20
 CONT# 34441249 Mod# Ver# 1 (Last =)
 REP Entercom Radio Sales
 TO KXYX-FM (San Diego, CA)
 FM CLAY FRENZEL
 OFF DALLAS
 AGY GLEESON DIGITAL STRATEGIES
 ADDR 1130 ROBERTSON WAY 0010Y00001OKCODAAY
 SACRAMENTO, CA 95818
 BYR OTILIA BRETAN
 ADV ALLIANCE OF CALIFORNIA'S FARMERS AND
 RANCHERS
 PDT No on Prop 15
 FLT Oct 26, 20 - Nov 01, 20

DDS CONT# 0
 C/P/E: ALL / NOP / 475
 SALESPERSON FAX#
 PH #

* REP ORDER COMMENT *

** 10/13/2020 3:50:00 PM: NEW ORDER. PLEASE CONFIRM WITHIN 24HRS ONLINE OR BY EMAIL AT CATHERINE.AMES@KATZMEDIA.COM. THANK YOU !

** 10/13/2020 3:50:00 PM: WO CODES: ADVERTISER: ALLIANCE OF CALIFORNIA'S FARMERS AND RANCHERS# 199933 AGENCY: GLEESON DIGITAL STRATEGY #180061 / CODE MULTI-MARKET

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
	1.1	FLIGHT 1 MTWTF..	10A - 7P	60	10/26/2020 - 10/30/2020	1W	45	\$225.00	45
					** WEEKLY FLIGHT TOTALS **		45	\$10,125.00	

	Nov 20						
SPOTS	45						
CASH	10125.00						
TRADE	0.00						
NSL	0.00						
TOTAL	10125.00						

						TOTAL
SPOTS						45
CASH						10,125.00
TRADE						0.00
NSL						0.00
TOTAL						10,125.00

** Competitive Comments **

SVC:
 Demo Adults 50+

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.