

**townsquare**

# Nikki Torres for State Senate

## General Election Radio Campaign 2022

**Nikki Cook**

Multimedia Marketing Consultant

Townsquare Media Yakima

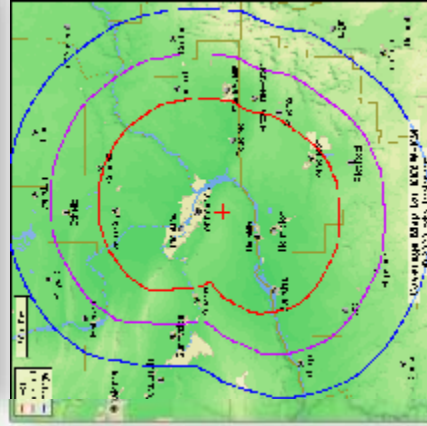
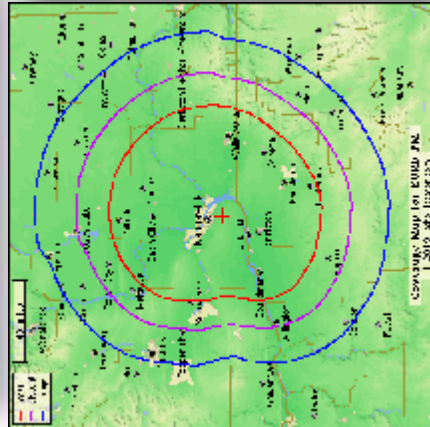
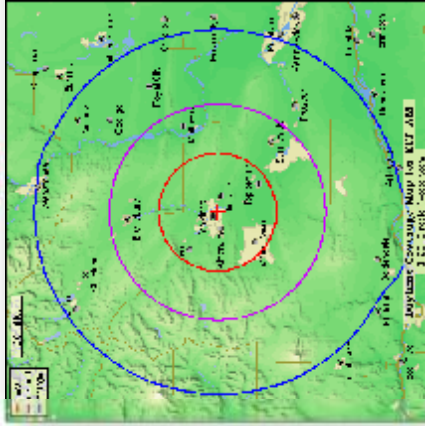
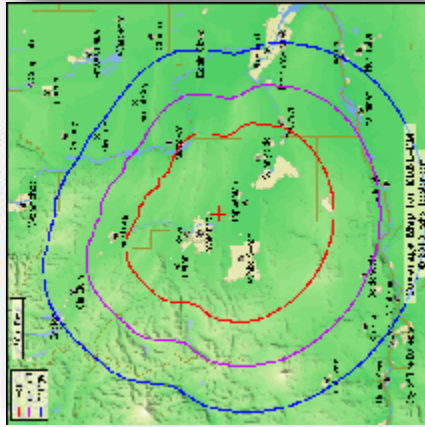
(o) 509.834.4142

(c) 509.823.3115

[Nicole.cook@townsquaremedia.com](mailto:Nicole.cook@townsquaremedia.com)

**Nikki Torres**  
— FOR STATE SENATE —

## Yakima



## Tri-Cities

## TARGET GEOGRAPHY: 15th District





Nikki Torres for State Senate  
2022 General Election Campaign

TRI-CITIES  
October 2022

102.7 KORD-FM													
Broadcast or Stream (B or S)	DATE		Times		Spot Length	Daily Distribution							Total Spots/week
	Start	End	Start	End		Mon	Tue	Wed	Thur	Fri	Sat	Sun	
B	10/24/22	10/28/22	6a	10a	30	2	2	2	2	2			10
102.7 KORD - TOTALS													
						Rate		Total Spots		Total \$		NOTES	
						\$ 13.00		10		\$ 130.00		Morning Drive	

98.3 The Key (KEYW-FM)													
Broadcast or Stream (B or S)	DATE		Times		Spot Length	Daily Distribution							Total Spots/week
	Start	End	Start	End		Mon	Tue	Wed	Thur	Fri	Sat	Sun	
B	10/24/22	10/28/22	6a	10a	30	1	1	1	1	1			5
98.3 The Key - TOTALS													
						Rate		Total Spots		Total \$		NOTES	
						\$ 13.00		5		\$ 65.00		Morning Drive	

TRI-CITIES Total Investment	\$ 195.00
Total Commercials	15

DocuSigned by  
Nikki Torres

Approved By: \_\_\_\_\_ Date: 10/20/2022



October 2022  
\$395 Total  
YAKIMA  
TRI-CITIES



Sun	Mon	Tues	Wed	Thu	Fri	Sat
23	24 KIT 6a-10a – 1x KDBL 6a-10a – 2x  KEYW 6a-10a – 1x KORD 6a-10a – 2x	25 KIT 6a-10a – 1x KDBL 6a-10a – 2x  KEYW 6a-10a – 1x KORD 6a-10a – 2x	26 KIT 6a-10a – 1x KDBL 6a-10a – 2x  KEYW 6a-10a – 1x KORD 6a-10a – 2x	27 KIT 6a-10a – 1x KDBL 6a-10a – 2x  KEYW 6a-10a – 1x KORD 6a-10a – 2x	28 KIT 6a-10a – 1x KDBL 6a-10a – 2x  KEYW 6a-10a – 1x KORD 6a-10a – 2x	29
30	31	NOV 1	2	3	4	5
6	7	ELECTION DAY 8				







# Political Broadcast Agreement Form for Candidate Advertisements (PB-19)



# Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

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This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

**Please note:**

**You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.**

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://education.nab.org).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://nab.org/MemberTools).

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Nikki Torres, hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE** 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Nikki Torres

Authorized committee:

Nikki Torres for state senate

Agency requesting time (and contact information):

☐ N/A

Candidate's political party:

Office sought (no acronyms or abbreviations):

State Senate

Date of election:

November 8, 2022

☒

General

☐

Primary

Treasurer of candidate's authorized committee:

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

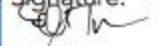
(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**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

DocuSigned by:

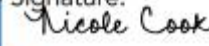


E589194CE980439...

Name:

Nikki Torres

DocuSigned by:



203732AD8D434BE...

Name:

Nicole Cook

Date of Request to Purchase Ad Time: 10/14/2022

Date of Station Agreement to Sell Time: 10/14/2022



# CONTRACT



**KDBL-FM**  
**4010 Summitview Ave**  
**Yakima, WA 98908**  
**WOpayments3@townsquaremedia.com**  
**(509) 972-3461**

<u>Contract / Revision</u> 3675594 /		<u>Alt Order #</u>
<u>Advertiser</u> Nikki Torres for State Senate		<u>Original Date / Revision</u> 10/18/22 / 10/20/22
<u>Contract Dates</u> 10/24/22 - 11/07/22	<u>Estimate #</u>	
<u>Product</u> General Election Radio Campaign 2022		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KDBL-FM	<u>Account Executive</u> Nicole Cook	<u>Sales Office</u> Local Yakima
<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:

**Nikki Torres for State Senate**  
**5426 N Rd 68 STE D**  
**Pasco, WA 99301**

**KDBL-FM - 3675594A**

KDBL-FM - 3675594A					Start/End			Spots/				
*Line	Ch	Start Date	End Date	Description	Time	Days	Length	Week	Rate	Type	Spots	Amount
N 1	KDBL	10/24/22	10/28/22	M-F AM Drive	6a-10a		:30			NM	10	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/22	10/30/22	MTWTF--				10	\$10.00			
Totals											10	\$100.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/22 - 10/28/22	10	\$100.00	\$100.00
<b>Totals</b>	10	\$100.00	\$100.00

**KIT-AM - 3675594B**

KIT-AM - 3675594B					Start/End	Spots/						
*Line	Ch	Start Date	End Date	Description	Time	Days	Length	Week	Rate	Type	Spots	Amount
N 1	KIT	10/24/22	10/28/22	M-F AM Drive	6a-10a		:30			NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/22	10/30/22	MTWTF--				5	\$20.00			
Totals											5	\$100.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/22 - 10/28/22	5	\$100.00	\$100.00
<b>Totals</b>	5	\$100.00	\$100.00

**Contract Totals** 15 \$200.00

**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.

# CONTRACT



**KORD-FM**  
**2621 West A Street**  
**Pasco, WA 99301**  
**WOpayments3@townsquaremedia.com**  
**(509) 547-9791**

<u>Contract / Revision</u> 3675615 /		<u>Alt Order #</u>
<u>Advertiser</u> Nikki Torres for State Senate		<u>Original Date / Revision</u> 10/18/22 / 10/20/22
<u>Contract Dates</u> 10/24/22 - 10/28/22	<u>Estimate #</u>	
<u>Product</u> General Election Campaign 2022		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KORD-FM	<u>Account Executive</u> Nicole Cook	<u>Sales Office</u> Local Tri-Cities
<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:

**Nikki Torres for State Senate**  
**5426 N Rd 68 STE D**  
**Pasco, WA 99301**

**KORD-FM - 3675615A**

KORD-FM - 3675615A					Start/End	Spots/						
*Line	Ch	Start Date	End Date	Description	Time	Days	Length	Week	Rate	Type	Spots	Amount
N 1	KORD	10/24/22	10/28/22	M-F AM Drive	6a-10a		:30			NM	10	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/24/22	10/30/22	MTWTF--				10	\$13.00			
Totals											10	\$130.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/22 - 10/28/22	10	\$130.00	\$130.00
<b>Totals</b>	10	\$130.00	\$130.00

**KEYW-FM - 3675615B**

KEYW-FM - 3675615B					Start/End	Spots/						
*Line	Ch	Start Date	End Date	Description	Time	Days	Length	Week	Rate	Type	Spots	Amount
N 1	KEYW	10/24/22	10/28/22	M-F AM Drive	6a-10a		:30			NM	5	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/22	10/30/22	MTWTF--			5	\$13.00				
Totals											5	\$65.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/22 - 10/28/22	5	\$65.00	\$65.00
<b>Totals</b>	5	\$65.00	\$65.00

**Contract Totals** 15 \$195.00

**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.