

LETTER OF AUTHORIZATION

Joe for New Mexico, Suzanne Quillen, Treasurer  
Joseph Cervantes for Governor  
PO BOX 865  
Mesilla Park, New Mexico 88047

April 23, 2018

Sheri Sadler  
Sadler Strategic Media, Inc.  
12103 Viewcrest Road  
Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent the "*Joseph Cervantes for Governor campaign.*" Our official information is as follows: *Joe for New Mexico, Suzanne Quillen, Treasurer*

Name: Joe for New Mexico, Suzanne Quillen, Treasurer  
Address: 2610 South Espina Street, Las Cruces, New Mexico 88001  
Phone: 575-526-5600

Fax:

Name of Campaign Director: Andrew Moralez

Name of Treasurer: Suzanne Quillen, Treasurer

Employer Identification Number (EIN) #: 82-4713906

Signature (Can be any authorized agent)

Typed Name Official /Title for the Campaign

## 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**

<b>Station and Location:</b>	<b>Date:</b> <i>2/5/18</i>
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I, *Sheri Sadler*,

being/on behalf of: \_\_\_\_\_,

a legally qualified candidate of the \_\_\_\_\_

political party for the office of: \_\_\_\_\_

in the \_\_\_\_\_

election to be held on: \_\_\_\_\_

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See request email</i>					

**Attach proposed schedule with charges (if available):**

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

\_\_\_\_\_

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:

*All Letter of Authorization*

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).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

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

\_\_\_\_\_ *Shu Jodli* \_\_\_\_\_  
Date Signature

***To Be Signed By Station Representative***

Accepted

Accepted in Part

Rejected

\_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_  
Signature Printed Name Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, \_\_\_\_\_  
(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

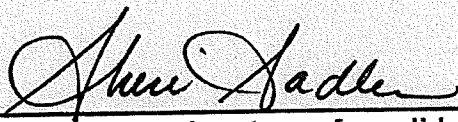
does not

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.



signature of candidate or authorized committee



printed name

date

**AGREED UPON SCHEDULE**

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See order</i>					

**Attach proposed schedule with charges (if available):**

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

REP HEADLINE# 9066319  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 323-634-8085 FAX# 323-857-7557  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION APR25/18 11.02  
\*\*\* KFOX-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/J CERVANTES/D/GOV/NM REP. # \_\_\_\_\_ OFF. # 20 SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME SADLER STRATEGIC MEDIA, INC. BUYER NAME SHERI SADLER  
12103 VIEWCREST ROAD SALES PRSN LA- MARY MCCUE  
STUDIO CITY, CA 91604

ORDER # 3318052 CONTRACT # 9066319 CLASS: NATL. LOCAL REGIONAL

PRDCT JOE CERVANTES GOVER EST#2080 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES APR23/18 JUN5/18 WK-7  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE APR25/18 11.02

REP: **NEW ORDER** - \$6,120/30X  
\*\*\* 30 MIN SEP REQUIRED  
PLEASE CONFIRM  
KIM FOR MARY  
THANKS 4/24

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
\*\*FOR ELECTRONIC INVOICING\*\*  
TV INVOICES.COM  
TVINVOICES ID: 9917619 OR TV17619  
\*\*FOR PAPER INVOICES\*\*

SADLER STRATEGIC MEDIA, INC.  
12103 VIEWCREST ROAD  
STUDIO CITY, CA 91604

30 MIN SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-600A	30		\$55.00	4/23	4/27	2		M-F	2
1			500A-600A	30		\$55.00	4/30	5/4	3		M-F	3

AGENCY ADVERTISER CODE = 279  
AGENCY PRODUCT CODE = 402  
AGENCY EST# = 2080  
PROGRAM : KFOX MORNING NEWS



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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM STATION  
 APR25/18 11.02  
 \*\*\* KFOX-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
APR/18			\$2,395.00	MAY/18		\$3,725.00	JUN/18					\$6,120.00
CONTRACT TOTAL												30
TOTAL SPOTS												

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI BOOKS- MAY/ES EST/ES  
 DEMOS- RA35+\*





KFOX  
200 S Alto Mesa Dr  
El Paso, TX 79912

Sadler Strategic Media  
12103 Viewcrest Road  
Studio City, CA 91604

**Contract # 3318052**

Schedule Dates: 04/26/18-05/06/18  
Advertiser: Joe for New Mexico-D (123009)  
Agency: Sadler Strategic Media (9245)  
Product: POLITICAL CANDIDATE (ns) (1186)  
Brand: 279/402/2080 (1027256)  
Salesperson: Telerep/LA, Los Angeles (2990)  
Sales Office: Telerep Los Angeles  
Buyer Name: SADLER,SHERI  
Phone/Fax: /  
CPE: 279/402/2080  
Account Types: National/Political Candidate Agency BRD  
Billing Type: Standard  
Comments: JOE CERVANTES GOVER  
30 MIN SEP  
MARY MCCUE

Date Entered: 04/25/18  
Last Modified: 04/27/18  
Entered By: Erica Gonzalez  
CO-OP: No  
Headline #: 09066319  
Demo: A35+R  
Order Type: Normal  
Package Deal:  
Commission %: 15.00  
Commission: \$918.00  
Net Total: \$5,202.00  
Sales Tax:

El Paso (KFOX)		
By Broadcast Month	Spots	Rate
Apr. 2018	12	\$2,395.00
May. 2018	18	\$3,725.00
<b>Grand Total:</b>	<b>30</b>	<b>\$6,120.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1 - 1.0)	04/26/18-04/27/18	3	:30	5A- 6A (MST)	2				X	X			2	\$55.00	\$110.00	El Paso (KFOX)	30 MIN SEP, KFOX MORNING NEWS	4/25/18
2.0	Normal Line / SPOT (1 - 1.0)	04/30/18-05/04/18	3	:30	5A- 6A (MST)	3	X	X	X	X				3	\$55.00	\$165.00	El Paso (KFOX)	30 MIN SEP, KFOX MORNING NEWS	4/25/18
3.0	Normal Line / SPOT (2 - 3.6)	04/26/18-04/27/18	3	:30	6A- 7A (MST)	2				X	X			2	\$200.00	\$400.00	El Paso (KFOX)	30 MIN SEP, KFOX MORNING NEWS	4/25/18
4.0	Normal Line / SPOT (2 - 3.6)	04/30/18-05/04/18	3	:30	6A- 7A (MST)	3	X	X	X	X				3	\$200.00	\$600.00	El Paso (KFOX)	30 MIN SEP, KFOX MORNING NEWS	4/25/18
5.0	Normal Line / SPOT (3 - 3.5)	04/26/18-04/27/18	3	:30	7A- 8A (MST)	2				X	X			2	\$200.00	\$400.00	El Paso (KFOX)	30 MIN SEP, KFOX MORNING NEWS	4/25/18
6.0	Normal Line / SPOT (3 - 3.5)	04/30/18-05/04/18	3	:30	7A- 8A (MST)	3	X	X	X	X				3	\$200.00	\$600.00	El Paso (KFOX)	30 MIN SEP, KFOX MORNING NEWS	4/25/18
7.0	Normal Line / SPOT (4 - 2.5)	04/26/18-04/27/18	2	:30	8A- 9A (MST)	2				X	X			2	\$125.00	\$250.00	El Paso (KFOX)	30 MIN SEP, KFOX MORNING NEWS	4/25/18
8.0	Normal Line / SPOT (4 - 2.5)	04/30/18-05/04/18	2	:30	8A- 9A (MST)	3	X	X	X	X				3	\$125.00	\$375.00	El Paso (KFOX)	30 MIN SEP, KFOX MORNING NEWS	4/25/18
9.0	Normal Line / SPOT (5 - 5.3)	04/26/18-04/27/18	3	:30	9P- News-KFOX 9p News	2				X	X			1	\$375.00	\$375.00	El Paso (KFOX)	30 MIN SEP, FOX NEWS @ NINE	4/25/18

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
 Accepted Station: \_\_\_\_\_ Date: **APR 30 2018**  
 Comments: \_\_\_\_\_

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.mtv.com> to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



KFOX  
200 S Alto Mesa Dr  
El Paso, TX 79912

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30 MIN SEP  
MARY MCCUE

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0.1	Closed Preempt (5 - 5.3)	04/26/18															El Paso (KFOX)	Pre-empt/Exception - Please change time from 9 to 9:30pm	4/25/18
10.0	Normal Line / SPOT (5 - 5.3)	04/30/18-05/04/18	3	:30	9p- News-KFOX 9p News	4	X	X	X	X				4	\$375.00	\$1,500.00	El Paso (KFOX)	30 MIN SEP, FOX NEWS @ NINE	4/25/18
11.0	Normal Line / SPOT (6 - 4.5)	04/28/18-05/05/18	3	:30	9p- News-KFOX 9p News Saturday	2						1		2	\$185.00	\$370.00	El Paso (KFOX)	30 MIN SEP, LATE NEWS	4/25/18
12.0	Normal Line / SPOT (7 - 5.0)	04/29/18-05/06/18	4	:30	9p- News-KFOX 9p News Sunday	1						1		2	\$300.00	\$600.00	El Paso (KFOX)	30 MIN SEP, LATE NEWS	4/25/18
13.0	M/G For 9.0.1 / SPOT (5 - 5.3)	04/26/18-04/26/18	3	:30	9:30P- News-KFOX 9p News	1						1		1	\$375.00	\$375.00	El Paso (KFOX)	30 MIN SEP, FOX NEWS @ NINE	4/25/18
13.0.1	Closed Preempt (5 - 5.3)	04/26/18															El Paso (KFOX)	Pre-empt/Exception -	
14.0	Revised Line / SPOT (5 - 5.3)	04/26/18-04/26/18	3	:30	9:30P- 10:05P (MST)	1						1		1	\$375.00	\$375.00	El Paso (KFOX-ALTT1)	30 MIN SEP, FOX NEWS @ NINE	4/26/18
14.1	Normal Line / SPOT (5 - 5.3)	04/26/18-04/26/18	3	:30	9:30P- 10:05P (MST)	1						1		1	\$375.00	\$375.00	El Paso (KFOX)	30 MIN SEP, FOX NEWS @ NINE	4/27/18

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
 Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
 Comments: \_\_\_\_\_

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbg.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.