

# ORDER



**Orders**  
 Order / Rev: 554166B  
 Alt Order #: \_\_\_\_\_  
 Product Desc: Vicente Gonzalez campaign  
 Estimate: \_\_\_\_\_  
 Flight Dates: 10/12/20 - 11/02/20  
 Original Date / Rev: 10/13/20 / 10/13/20  
 Order Type: GENERAL

**KVLY-FM**  
 Primary AE: Ileana Moreno  
 Sales Office: L-MCA  
 Sales Region: LOCAL

**Agency**  
 Name: Vicente Gonzalez - A  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
121 N 10th St.  
McAllen, TX 78501

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

**Advertiser**  
 Name: Vicente Gonzalez  
 Demographic: A18+  
 Product Codes: Public Service - Government Sponsor  
 Revenue Code 1: AGY  
 Revenue Code 2: GEN  
 Revenue Code 3: POL

New Business Thru: \_\_\_\_\_  
 Advertiser External ID: 0012R000028vGT5QAM  
 Agency External ID: 0012R00002BiOIJ  
 Unit Code: General

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/28/20	10/25/20	16	\$800.00	\$680.00	October 2020	16	\$800.00	\$680.00	0.00
10/26/20	11/02/20	12	\$600.00	\$510.00	November 2020	12	\$600.00	\$510.00	0.00
					<b>Totals</b>	<b>28</b>	<b>\$1,400.00</b>	<b>\$1,190.00</b>	<b>0.00</b>

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ileana Moreno			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	KVLY	10/12/20	11/02/20	M-F 10a-3p M-F 10a-3p	CM	10a-3p	MTWTF--	:30	5	\$50.00	P-13	0.00	NM	14	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	---TF--					3	\$50.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--					5	\$50.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					5	\$50.00		0.00			
		Week: 11/02/20	11/08/20	M-----					1	\$50.00		0.00			
N 2	KVLY	10/12/20	11/02/20	M-F 3p-7p M-F 3p-7p	CM	3p-7p	MTWTF--	:30	5	\$50.00	P-13	0.00	NM	14	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	---TF--					3	\$50.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--					5	\$50.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--					5	\$50.00		0.00			
		Week: 11/02/20	11/08/20	M-----					1	\$50.00		0.00			
													<b>Totals</b>	<b>28</b>	<b>\$1,400.00</b>

Proposal 10/08/20 04:16 PM  
 Vicente Gonzalez Campaign

From: Ileana Elizabeth Moreno  
 Phone: (956) 205-3139  
 Email: ileana.moreno@entravision.com  
 10/13/2020 11:19 AM



Flight Dates: 10/15/2020 - 11/02/2020  
 Demo: P 18+

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN  
 Survey: SP20  
 Geography: Metro

Radio Total	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gis
<b>KKRS-FM</b>			<b>56</b>		<b>\$50.00</b>	<b>\$2,800.00</b>	<b>0.7%</b>	<b>\$74.07</b>	<b>37.8</b>	<b>100%</b>	<b>100%</b>	<b>18.0%</b>	<b>161,700</b>	<b>2.1</b>	<b>333,200</b>
Flight A - 1 wk (10/12)															
			<b>28</b>		<b>\$50.00</b>	<b>\$1,400.00</b>	<b>0.6%</b>	<b>\$90.91</b>	<b>15.4</b>	<b>41%</b>	<b>50%</b>	<b>7.3%</b>	<b>65,600</b>	<b>2.1</b>	<b>138,600</b>
One Week Total															
			6		\$50.00	\$300.00	0.6%	\$90.91	3.3	9%	11%	2.4%	21,800	1.4	29,700
	M-F 10A-3P	MD	6		\$50.00	\$300.00	0.6%	\$90.91	3.3	9%	11%	2.4%	21,800	1.4	29,700
	M-F 3P-7P	PM	3	30	\$50.00	\$150.00	0.5%	\$100.00	1.5	45%	50%	1.3%	11,500	1.2	14,100
	M-F 3P-7P	PM	3	30	\$50.00	\$150.00	0.6%	\$83.33	1.8	55%	50%	1.4%	12,900	1.2	15,600
Flight A - 1 wk (10/19)															
			10		\$50.00	\$500.00	0.6%	\$90.91	5.5	15%	18%	3.3%	30,000	1.7	49,500
One Week Total															
			10		\$50.00	\$500.00	0.6%	\$90.91	5.5	15%	18%	3.3%	30,000	1.7	49,500
	M-F 10A-3P	MD	5	30	\$50.00	\$250.00	0.5%	\$100.00	2.5	45%	50%	1.8%	16,300	1.4	23,500
	M-F 3P-7P	PM	5	30	\$50.00	\$250.00	0.6%	\$83.33	3.0	55%	50%	2.0%	18,200	1.4	26,000
Flight A - 1 wk (10/26)															
			10		\$50.00	\$500.00	0.6%	\$90.91	5.5	15%	18%	3.3%	30,000	1.7	49,500
One Week Total															
			10		\$50.00	\$500.00	0.6%	\$90.91	5.5	15%	18%	3.3%	30,000	1.7	49,500
	M-F 10A-3P	MD	5	30	\$50.00	\$250.00	0.5%	\$100.00	2.5	45%	50%	1.8%	16,300	1.4	23,500
	M-F 3P-7P	PM	5	30	\$50.00	\$250.00	0.6%	\$83.33	3.0	55%	50%	2.0%	18,200	1.4	26,000
Flight A - 1 wk (11/02)															
			2		\$50.00	\$100.00	0.6%	\$90.91	1.1	3%	4%	1.0%	9,200	1.1	9,900
One Week Total															
			2		\$50.00	\$100.00	0.6%	\$90.91	1.1	3%	4%	1.0%	9,200	1.1	9,900
	M-F 10A-3P	MD	1	30	\$50.00	\$50.00	0.5%	\$100.00	0.5	45%	50%	0.5%	4,700	1.0	4,700
	M-F 3P-7P	PM	1	30	\$50.00	\$50.00	0.6%	\$83.33	0.6	55%	50%	0.6%	5,200	1.0	5,200
Flight A - 1 wk (10/12)															
			28		\$50.00	\$1,400.00	0.6%	\$82.50	22.4	59%	50%	11.1%	99,900	1.9	194,600

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: MCALLEN-BROWNSVILLE-HARLINGEN; SP20; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
 Copyright © 2020 The Nielsen Company. All rights reserved.



Proposal 10/08/20 04:16 PM  
 Vicente Gonzalez Campaign

From: Ileana Elizabeth Moreno  
 Phone: (956) 205-3139  
 Email: ileana.moreno@entravision.com  
 10/13/2020 11:19 AM



KLVY-FM (continued)	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
One Week Total			6		\$50.00	\$300.00	0.8%	\$62.50	4.8	13%	11%	3.5%	31,800	1.3	41,700
	M-F 10A-3P	MD	3	30	\$50.00	\$150.00	0.8%	\$62.50	2.4	50%	50%	2.0%	18,000	1.2	21,000
	M-F 3P-7P	PM	3	30	\$50.00	\$150.00	0.8%	\$62.50	2.4	50%	50%	1.9%	17,400	1.2	20,700
Flight A - 1 wk (10/19)															
One Week Total			10		\$50.00	\$500.00	0.8%	\$62.50	8.0	21%	18%	4.9%	44,500	1.6	69,500
	M-F 10A-3P	MD	5	30	\$50.00	\$250.00	0.8%	\$62.50	4.0	50%	50%	2.9%	26,100	1.3	35,000
	M-F 3P-7P	PM	5	30	\$50.00	\$250.00	0.8%	\$62.50	4.0	50%	50%	2.8%	24,900	1.4	34,500
Flight A - 1 wk (10/26)															
One Week Total			10		\$50.00	\$500.00	0.8%	\$62.50	8.0	21%	18%	4.9%	44,500	1.6	69,500
	M-F 10A-3P	MD	5	30	\$50.00	\$250.00	0.8%	\$62.50	4.0	50%	50%	2.9%	26,100	1.3	35,000
	M-F 3P-7P	PM	5	30	\$50.00	\$250.00	0.8%	\$62.50	4.0	50%	50%	2.8%	24,900	1.4	34,500
Flight A - 1 wk (11/02)															
One Week Total			2		\$50.00	\$100.00	0.8%	\$62.50	1.6	4%	4%	1.5%	13,100	1.1	13,900
	M-F 10A-3P	MD	1	30	\$50.00	\$50.00	0.8%	\$62.50	0.8	50%	50%	0.8%	7,000	1.0	7,000
	M-F 3P-7P	PM	1	30	\$50.00	\$50.00	0.8%	\$62.50	0.8	50%	50%	0.8%	6,900	1.0	6,900

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: MCALLEN-BROWNSVILLE-HARLINGEN, SP20, Metro, Multiple Dayparts Used, P 18+, See Detailed Sourcing Page for Complete Details.  
 Copyright © 2020 The Nielsen Company. All rights reserved.



Proposal 10/08/20 04:16 PM  
 Vicente Gonzalez Campaign



From: Ileana Elizabeth Moreno  
 Phone: (956) 205-3139  
 Email: ileana.moreno@entravision.com  
 10/13/2020 11:19 AM

Schedule Grand Totals: 4 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs	CPM
<b>Radio Total</b>	<b>56</b>	<b>\$50.00</b>	<b>\$2,800.00</b>	<b>0.7%</b>	<b>\$74.07</b>	<b>37.8</b>	<b>100%</b>	<b>100%</b>	<b>18.0%</b>	<b>161,700</b>	<b>2.1</b>	<b>333,200</b>	<b>\$8.33</b>
KKPS-FM	28	\$50.00	\$1,400.00	0.6%	\$90.91	15.4	41%	50%	7.3%	65,600	2.1	138,600	\$10.00
KLTV-FM	28	\$50.00	\$1,400.00	0.8%	\$62.50	22.4	59%	50%	11.1%	99,900	1.9	194,600	\$7.14

Agency Commission: -\$420  
 Net Total: \$2,380

Accepted by Station

*[Signature]*  
 Date 10/13/20

Accepted by Client

*[Signature]*  
 Date 10/13/2020

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: MCALLEN-BROWNSVILLE-HARLINGEN; SP20; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
 Copyright © 2020 The Nielsen Company. All rights reserved.



# Detailed Sourcing Summary

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN  
Survey: Nielsen Radio Spring 2020  
Geography: Metro  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	899,000	1,491

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/RR8/2020SPR/0269/dfs/SpecialNotices.pdf>

Report: Copyright 2008 Nielsen. Software: Copyright 2008-2020 Nielsen. Nielsen Radio Data. Copyright 2020 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 CZTAACN Trademarks, L.L.C. Copyright © 2020 The Nielsen Company. All rights reserved.

## 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, Karen Hinojosa,

being/on behalf of: Vicente Gonzalez,

a legally qualified candidate of the Democratic

political party for the office of: Congress

in the general

election to be held on: Nov. 3

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

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

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

Karen Hinojosa

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:

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**

10/5/2020

Date

Kin Hinojosa

Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

Daniel Flores

Signature

Debbie Flores

Printed Name

VP

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, Karen Hinjosa  
(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.

Karen Hinjosa  
signature of candidate or authorized committee

Karen Hinjosa 10/5/2020  
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

**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.