

# ORDER



**Orders**  
**Order / Rev:** 555922A  
**Alt Order #:**  
**Product Desc:** Monica for Congress  
**Estimate:**  
**Flight Dates:** 10/26/20 - 11/03/20  
**Original Date / Rev:** 10/23/20 / 10/23/20  
**Order Type:** GENERAL

**KVLV-FM**  
**Primary AE:** Melba Gutierrez - 0689  
**Sales Office:** L-MCA  
**Sales Region:** LOCAL

**Agency Name:** Monica for Congress  
**Buying Contact:**  
**Billing Contact:**  
 1317 W. Frontage Rd. Suite C  
 Alamo, TX 78516

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

**Advertiser Name:** Monica for Congress  
**Demographic:** A18+  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL

**New Business Thru:** 10/18/21  
**Advertiser External ID:**  
**Agency External ID:** 0012R00002BjVmE  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/03/20	42	\$2,100.00	\$1,785.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	42	\$2,100.00	\$1,785.00	0.00
<b>Totals</b>	<b>42</b>	<b>\$2,100.00</b>	<b>\$1,785.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melba Gutierrez - 0689	L-MCA	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 1	KVLV	10/26/20	11/01/20	M-F 6a-10a M-F 6a-10a	CM	6a-10a	33333--	1:00	15	\$50.00	P-13	0.00	NM	15	\$750.00
		<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	33333--					15	\$50.00		0.00			
N 2	KVLV	10/26/20	11/01/20	M-F 3p-7p M-F 3p-7p	CM	3p-7p	33333--	1:00	15	\$50.00	P-13	0.00	NM	15	\$750.00
		<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	33333--					15	\$50.00		0.00			
N 3	KVLV	11/02/20	11/03/20	M-F 6a-10a M-F 6a-10a	CM	6a-10a	33-----	1:00	6	\$50.00	P-13	0.00	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/20	11/08/20	33-----					6	\$50.00		0.00			
N 4	KVLV	11/02/20	11/03/20	M-F 3p-7p M-F 3p-7p	CM	3p-7p	33-----	1:00	6	\$50.00	P-13	0.00	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/20	11/08/20	33-----					6	\$50.00		0.00			
													<b>Totals</b>	<b>42</b>	<b>\$2,100.00</b>

# ORDER



**Orders**  
**Order / Rev:** 555922B  
**Alt Order #:**  
**Product Desc:** Monica for Congress  
**Estimate:**  
**Flight Dates:** 10/26/20 - 11/03/20  
**Original Date / Rev:** 10/23/20 / 10/23/20  
**Order Type:** GENERAL

**Digital McAllen**  
**Primary AE:** Melba Gutierrez - 0689  
**Sales Office:** L-MCA  
**Sales Region:** LOCAL

**Agency Name:** Monica for Congress  
**Buying Contact:**  
**Billing Contact:**  
 1317 W. Frontage Rd. Suite C  
 Alamo, TX 78516

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

**Advertiser Name:** Monica for Congress  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** INT  
**Revenue Code 3:** POL  
**Priority:** P-13

**New Business Thru:** 10/18/21  
**Advertiser External ID:**  
**Agency External ID:** 0012R00002BjVmE  
**Unit Code:** Digital  
**Order Separation:** 00:00:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/03/20	7	\$210.00	\$178.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	0	\$210.00	\$178.50	0.00
<b>Totals</b>	<b>0</b>	<b>\$210.00</b>	<b>\$178.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melba Gutierrez - 0689	L-MCA	LOCAL	Start Of Order - End Of Order	100%

Digital McAllen

Ln	Start	End	Inventory Code	Imp./Plays Booked	Rate	Rate Type	Amount
N 1	10/26/20	10/30/20	Audio Entravision Network - Audio Streaming 6x per day M-F 6A-12A	30	\$5.00	CPP	\$150.00
N 2	11/02/20	11/03/20	Audio Entravision Network - Audio Streaming 6x per day M-Tues 6A-12A	12	\$5.00	CPP	\$60.00
<b>Totals</b>							<b>\$210.00</b>

Monica for Congress  
 Monica de la Cruz Hernandez for Congress

From: Melba Gutierrez Franklin  
 Phone: (956) 687-4848 x105  
 Email: mgutierrez@entrevision.com  
 10/23/2020 10:46 AM



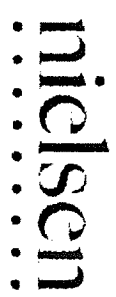
Flight Dates: 10/26/2020 - 11/03/2020  
 Demo: P 18+

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

NTR Market:  
 Survey:  
 Geography:  
 NTR Sourcing:

Radio Gr	Daypart / Ad Type	DP Code/Ad Placement	Spots/Units	Rot	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Length/Size	Unit Rate	Total Cost	Average Rating
<b>KVAL-FM</b>			<b>84.0</b>		<b>24.0</b>	<b>21.0</b>	<b>12.0</b>	<b>12.0</b>	<b>12.0</b>	<b>12.0</b>			<b>127.50</b>	<b>\$2,310.00</b>	<b>0.3%</b>
<b>Flight A</b>			<b>42.0</b>		<b>12.0</b>	<b>12.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>			<b>\$50.00</b>	<b>\$2,100.00</b>	<b>0.7%</b>
10/28/20	M-F 6A-10A	AM	30.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0		60	\$50.00	\$1,500.00	0.7%
	M-F 9P-7P	PM	15.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0		60	\$50.00	\$750.00	0.8%
11/2/20	M-F 6A-10A	AM	12.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0		60	\$50.00	\$600.00	0.7%
	M-F 3P-7P	PM	6.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0		60	\$50.00	\$300.00	0.8%
<b>KVAL-FM Stream</b>			<b>42.0</b>		<b>12.0</b>	<b>12.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>			<b>\$5.00</b>	<b>\$210.00</b>	<b>0.0%</b>
<b>Flight A</b>			<b>30.0</b>		<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>			<b>\$5.00</b>	<b>\$150.00</b>	<b>0.0%</b>
10/28/20	M-F 6A-12M	MFROT	30.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0		60	\$5.00	\$150.00	0.0%
<b>Flight A</b>			<b>12.0</b>		<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>			<b>\$5.00</b>	<b>\$60.00</b>	<b>0.0%</b>
11/2/20	M-F 6A-12M	MFROT	12.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0		60	\$5.00	\$60.00	0.0%

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.  
 This report was created in TAPSCAN using the following NTR information: P 18+; See Detailed Sourcing Page for Complete Details.  
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Monica for Congress  
 Monica de la Cruz Hernandez for Congress

From: Melba Gutierrez Franklin  
 Phone: (956) 687-4848 x105  
 Email: mgutierrez@getrawson.com  
 10/23/2020 10:46 AM

Schedule Grand Totals: 2 Weeks

Stations	Spots/Units	Rot	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost
KLVY-FM	42.0		12.0	12.0	6.0	6.0	6.0			\$90.00	\$2,100.00	0.7%	\$71.43	28.4		91%
KLVY-FM Station	42.0		12.0	12.0	6.0	6.0	6.0			\$5.00	\$210.00	0.0%	\$0.00	0.0		9%
<b>Radio Job</b>	<b>84.0</b>		<b>24.0</b>	<b>24.0</b>	<b>12.0</b>	<b>12.0</b>	<b>12.0</b>			<b>\$27.50</b>	<b>\$2,310.00</b>	<b>0.3%</b>	<b>\$78.57</b>	<b>29.4</b>		<b>100%</b>

Accepted by Station

10/23/20  
Date

Accepted by Client

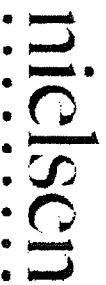
8/23/2020  
Date

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 term listed as the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: McALEN-BROWNSVILLE-HARLINGEN, SP20, Metro, Multiple Dayparts Used, P 18+. See Detailed Sourcing Page for Complete Details.  
 This report was created in TAPSCAN using the following NTR information: P 18+. See Detailed Sourcing Page for Complete Details.

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# Detailed Sourcing Summary

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

## Demographic/Population:

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

## Stations: User Selected

Additional Notices: - Estimates not reported because the station was not reported in the selected survey.

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 diary/keeper.

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.

Attribution Website:

<http://attribution.nielsen.com>

Rating Reliability Estimator:

<https://ra.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://book.nielsen.com/secure/R/R/2020SPR/0289/rdls/SpecialNotices.pdf>

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## 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> <u>KVLY</u>	<b>Date:</b> <u>10/23/20</u>
---	---------------------------------

I, Roy Martinez  
 being/on behalf of: Monica De La Cruz- Hernandez  
 a legally qualified candidate of the Republican  
 political party for the office of: Congresswoman  
 in the 15th Congressional District of Texas  
 election to be held on: November 3, 2020

do hereby request station time as follows:

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

**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:

---

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**

9/14/2020

Date



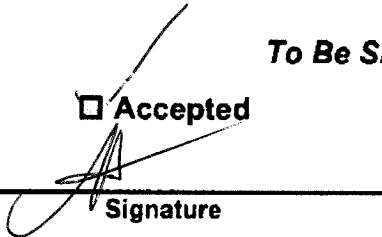
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

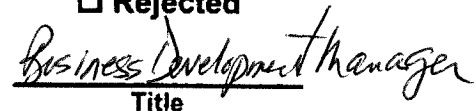
Rejected



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, Roy Martinez

(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

Roy Martinez

printed name

9/14/2020

date