

FORM E

ORDER INFORMATION FOR POLITICAL CANDIDATE ADVERTISING

Station: KBDR KQUR KNEX	Location: LAREDO TX	Date: 2/2/2024
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I, Martin Cuellar

[Check one:] a legally qualified candidate
 the authorized representative of _____, a legally qualified candidate

for election to the

[Check one:] Federal
 State
 Local

elective office of Sheriffs office (indicate office sought),
 associated with the Democratic political party in the

[Check one:] party primary
 party runoff
 general

election to be held on March 5, 2024, hereby request to purchase advertising time on the station for use in connection with that campaign in accordance with the scheduling request attached hereto.

Payment for this advertising will be made by the following candidate or authorized committee of the candidate:

Name of Payor: <u>Martin Cuellar</u>	Name of Treasurer, if Paid by Committee: <u>Roxanne Garcia</u>	Address: <u>5102 Shark Bay Rd</u>
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Station may rely upon the representations herein. All advertising purchased pursuant to this order will contain sponsorship identification consistent with all laws, and the station is hereby authorized to edit any advertising that does not include the appropriate sponsorship identification.

This station does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.

I am aware that a copy of this Order Form will be placed in the station's Political File for public inspection.

Date: 2/2/2024

Signature: M. Cuellar
 Candidate or Authorized Committee Representative

Accepted Accepted in Part (Confirmation Attached) Rejected

Date: 2/13/21 Signature: [Signature]
 Authorized Station Representative

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FORM E (continued)

Political Candidate Advertising Request

**Schedule of Requested Advertising
[To be completed by Candidate]**

Time Period or Program in Which Spots Will Run	Length of Spot	Dates on Which Spots Will Run	Class of Spot	Number of Spots per Day	Rate per Spot	Total Spots to Be Aired
Schedule Attached						

[NOTE: USE SEPARATE LINES OR SHEETS FOR EACH DIFFERENT CLASS OF TIME PURCHASED BY A CANDIDATE].



Advertising Campaign (Political Rate)
Advertiser : Martin Cuellar for Sheriff
Flight Dates : 4 weeks



Your Campaign includes:

- (35) :30 Radio commercials to be scheduled on HOT 106.1 Monday – Sunday 6am -12pm

	MON	TUES	WED	THUR	FRI	SAT	SUN
Week of 2/12						2	2
Week of 2/19			2	2	2	2	2
Week of 2/26			3	3	3	3	3
Week of 3/4	3	3					

Total Units: 35
Total Investment: \$595 net

Presented by: Patricia Arispe, Senior Marketing Consultant parispe@radiounited.com 956.251.1232

Date 10/6/2022



Advertising Campaign (Political Rate)
 Advertiser : Martin Cuellar for Sheriff
 Flight Dates : 4 weeks



Your Campaign includes:

- (37) :30 Radio commercials to be scheduled on La Ley 100.5; Monday – Sunday 6am -12pm

	MON	TUES	WED	THUR	FRI	SAT	SUN
Week of 2/12						2	3
Week of 2/19			2	2	2	2	3
Week of 2/26			3	3	3	3	3
Week of 3/4	3	3					

Total Units: 37
Total Investment: \$629 net

Presented by: Patricia Arispe, Senior Marketing Consultant parispe@radiounited.com 956.251.1232



Advertising Campaign (Political Rate)
 Advertiser : Martin Cuellar for Sheriff
 Flight Dates : 4 weeks



Your Campaign includes:

- (37) :30 Radio commercials to be scheduled on Digital 94.9 ; Monday – Sunday 6am -12pm

	MON	TUES	WED	THUR	FRI	SAT	SUN
Week of 2/12						2	3
Week of 2/19			2	2	2	2	3
Week of 2/26			3	3	3	3	3
Week of 3/4	3	3					

Total Units: 37
 Total Investment: \$590.75 net

Presented by: Patricia Arispe, Senior Marketing Consultant parispe@radiounited.com 956.251.1232



Advertising Campaign (Political Rates)
Advertiser : Martin Cuellar for Sheriff
Flight Dates : 4 weeks

Your Campaign includes:

- (35) :30 Radio commercials to be scheduled on Digital 94.9 ; Monday – Sunday 6am -12pm
- (37) :30 Radio commercials to be scheduled on La Ley 100.5 ; Monday – Sunday 6am -12pm
- (37) :30 Radio commercials to be scheduled on Hot106.1 ; Monday – Sunday 6am -12pm

Signature

Print Name

Martin Cuellar

Date

02-09-24

Martin Cuellar
Sheriff

THANK YOU Sunny in the house

Aríspe

Total Units: 109
Total Investment: \$1814.75 net

Presented by: Patricia Arispe, Senior Marketing Consultant parispe@radiounited.com 956.251.1232

Date 10/6/2022

CONTRACT



KBDR-FM
 216 W. Village Blvd.
 Suite 101
 Laredo, TX 78041
 (956) 725-1000

www.radiounited.com

And:

Martin Cuellar for Webb County Sheriff
 Attention: Roxanne Garcia
 5102 Shark Bay Road
 Laredo, TX 78041

<u>Contract / Revision</u> 54415 /		<u>Alt Order #</u>
<u>Advertiser</u> Martin Cuellar for Webb County Sheriff		<u>Original Date / Revision</u> 02/12/24 / 02/12/24
<u>Contract Dates</u> 02/17/24 - 03/05/24	<u>Estimate #</u>	
<u>Product</u> MARTIN CUELLAR 2/17-3/5/24 KBDR,KQUR & KNEX		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KBDR-FM	<u>Account Executive</u> Patricia Arispe	<u>Sales Office</u> Laredo Local
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Ref</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

KBDR-FM - 54415A												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KBDR	02/17/24	02/18/24	SA-Su	6a-12a		:30			NM	5	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/12/24	02/18/24	-----23				5	\$17.00			
N 2	KBDR	02/21/24	02/25/24		M-Su 6a-12a		:30			NM	11	\$187.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/19/24	02/25/24	--22223				11	\$17.00			
N 3	KBDR	02/28/24	03/03/24		M-Su 6a-12a		:30			NM	15	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/26/24	03/03/24	--33333				15	\$17.00			
N 4	KBDR	03/04/24	03/05/24	M-F	6a-12a		:30			NM	6	\$102.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	33-----				6	\$17.00			
Totals											37	\$629.00

Time Period	# of Spots	Gross Amount	Net Amount
02/01/24 - 02/29/24	22	\$374.00	\$374.00
03/01/24 - 03/05/24	15	\$255.00	\$255.00
Totals	37	\$629.00	\$629.00

KQUR-FM - 54415B												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KQUR	02/17/24	02/17/24				:30			NM	2	\$34.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/12/24	02/18/24	-----2-				2	\$17.00			
N 2	KQUR	02/18/24	03/03/24				:30			NM	9	\$114.75
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/12/24	02/18/24	-----3				3	\$12.75			
Week:		02/19/24	02/25/24	-----3				3	\$12.75			
Week:		02/26/24	03/03/24	-----3				3	\$12.75			
N 3	KQUR	02/21/24	02/24/24		M-Su 6a-12a		:30			NM	8	\$136.00

(* 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.



KBDR-FM
 216 W. Village Blvd.
 Suite 101
 Laredo, TX 78041
 (956) 725-1000

www.radiounited.com

Contract / Revision	Alt Order #
54415 /	

Advertiser	Original Date / Revision
Martin Cuellar for Webb County Sheriff	02/12/24 / 02/12/24

Contract Dates	Product	Estimate #
02/17/24 - 03/05/24	MARTIN CUELLAR 2/17	

KQUR-FM - 54415B												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/19/24	02/25/24	--2222-				8	\$17.00			
N 4	KQUR	02/28/24	03/02/24		M-Su 6a-12a		:30			NM	12	\$204.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/26/24	03/03/24	--3333-				12	\$17.00			
N 5	KQUR	03/04/24	03/05/24		M-F 6a-12a		:30			NM	6	\$102.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	33-----				6	\$17.00			
Totals											37	\$590.75

Time Period	# of Spots	Gross Amount	Net Amount
02/01/24 - 02/29/24	22	\$348.50	\$348.50
03/01/24 - 03/05/24	15	\$242.25	\$242.25
Totals	37	\$590.75	\$590.75

KNEX-FM - 54415C												
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/12/24	02/18/24	-----22				4	\$17.00			
N 2	KNEX	02/21/24	02/25/24		M-Su 6a-12a		:30			NM	10	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/19/24	02/25/24	--22222				10	\$17.00			
N 3	KNEX	02/28/24	03/03/24		M-Su 6a-12a		:30			NM	15	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/26/24	03/03/24	--33333				15	\$17.00			
N 4	KNEX	03/04/24	03/05/24		M-F 6a-12a		:30			NM	6	\$102.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	33-----				6	\$17.00			
Totals											35	\$595.00

Time Period	# of Spots	Gross Amount	Net Amount
02/01/24 - 02/29/24	20	\$340.00	\$340.00
03/01/24 - 03/05/24	15	\$255.00	\$255.00
Totals	35	\$595.00	\$595.00

Contract Totals 109 \$1,814.75

Signature: _____ Date: _____

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