

# Order #1295186: Mulhern Ad../Eichenberg../MayJun24 c../

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GRP
05/14/24 3:40:12 PM	Processed		<async process>	Jennifer Ji	\$945.00	21	0.00
05/14/24 3:17:59 PM	Approved			Rachel Ca	\$945.00	21	0.00
05/14/24 3:17:58 PM	Approval Workflow		[Centralized AR - Business Office Approval Needed Default]	Rachel Ca	\$945.00	21	0.00
05/14/24 3:11:11 PM	Approval Workflow		[Sales Manager - Ready Default]	Jeff Berry	\$945.00	21	0.00
05/14/24 2:59:38 PM	Ready for approval		[bypass] New.	Scott Stie	\$945.00	21	0.00
05/14/24 10:32:20 AM	New order created		Copied from Order #1295130C	Scott Stie	\$945.00	21	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 1295130C  
**Alt Order #:**  
**Product Desc:** MayJun24 campaign schedule  
**Estimate:**  
**Flight Dates:** 05/20/24 - 06/04/24  
**Original Date / Rev:** 05/13/24 / 05/13/24  
**Order Type:** GENERAL

**KOBQ-FM**  
**Primary AE:** Scott Stiegler  
**Sales Office:** L-ALB  
**Sales Region:** Local

**Agency**  
**Name:** Mulhern Advertising Inc  
**Buying Contact:**  
**Billing Contact:** Ann AP  
 9228 Wind Caves Way NW  
 Albuquerque, NM 87120

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

**Advertiser**  
**Name:** Eichenberg/D/County Treasurer  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-LR  
**Priority:** P-100

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:45:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/01/24	05/31/24	17	\$765.00	\$650.25
06/01/24	06/04/24	4	\$180.00	\$153.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	17	\$765.00	\$650.25	0.00
June 2024	4	\$180.00	\$153.00	0.00
<b>Totals</b>	<b>21</b>	<b>\$945.00</b>	<b>\$803.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Scott Stiegler	L-ALB	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	KOBQ	05/20/24	06/04/24	M-F AM Drive M-F	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	21222--	:30	9	\$45.00	P-40	0.00	NM	21	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	21222--		9				\$45.00		0.00			
		Week: 05/27/24	06/02/24	-2222--		8				\$45.00		0.00			
		Week: 06/03/24	06/09/24	22-----		4				\$45.00		0.00			
													<b>Totals</b>	<b>21</b>	<b>\$945.00</b>

\*Tax 1 Note: Albuquerque 7.625%.

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Ann Mulhern, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Tim Eichenberg

Authorized committee:

Paid for by Tim Eichenberg for County Treasurer, Vivian L. Weidner, Treasurer

Agency requesting time (and contact information):

N/A Mulhern Advertising Inc. , Ann Mulhern 505-205-2737 voice or text

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

Bernalillo County Treasurer

Date of election:

June 4, 2024

General

Primary

Treasurer of candidate's authorized committee:

Vivian L. Weidner,

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

Signature:

Ann Mulhern

Digitally signed by Ann Mulhern  
Date: 2024.05.10 13:54:40 -06'00'

Name: Ann Mulhern

Date of Request to Purchase Ad Time: 5/10, 2024

### Station Representative

Signature:



Name: Brenda Romero

Date of Station Agreement to Sell Time:

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) 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 or if 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.

**Candidate/Authorized Committee/Agency**

Signature:

Ann Mulhern

Digitally signed by Ann Mulhern  
Date: 2024.05.10 13:56:09 -06'00'

Name: Ann Mulhern

Date: 5/10/24

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason: \_\_\_\_\_

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <i>1295130C</i>	Station Call Letters: <i>ROBX</i>	Date Received/Requested:
Est. #:	Station Location: <i>Albuquerque</i>	Run Start and End Dates: <i>5.20.2024-6.4.2024</i>

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.



# Proposed Schedule

May 20-June 4, 2024



## News Radio KKOB

- 5 :30 commercials Monday-Friday 3-6pm during the TJ Trout Show (week of 5/20) (\$80 each)
- 6 :30 commercials Tuesday-Friday 3-6pm during the TJ Trout Show (week of 5/27)
- 4 :30 commercials Monday-Tuesday 3-6pm during the TJ Trout Show (June 3-4)

**PLUS:** 60 :30 streaming commercials 5/20-6/4 on newsradiokkob.com, mobile apps and smart speakers (\$7 each)

## eD-FM (KDRF)

- 10 :30 commercials Monday-Friday 2-5pm (week of 5/20) (\$35 each)
- 10 :30 commercials Tuesday-Friday 2-5pm (week of 5/27)
- 4 :30 commercials Monday-Tuesday 2-5pm (June 3-4)

## 92.3 KRST

- 9 :30 commercials Monday-Friday 8-10am (week of 5/20) (\$60 each)
- 8 :30 commercials Tuesday-Friday 8-10am (week of 5/27)
- 4 :30 commercials Monday-Tuesday 8-10am (June 3-4)

## 93.3 the Q (KOBQ)

- 9 :30 commercials Monday-Friday 7-9am (week of 5/20) (\$45 each)
- 8 :30 commercials Tuesday-Friday 7-9am (week of 5/27)
- 4 :30 commercials Monday-Tuesday 7-9am (June 3-4)

**Full schedule reaches 105,200 listeners an average of 2.9 times AND 36,916 unique monthly listeners**

\*Nielsen Radio Ratings, Albuquerque Metro, January-March 2024 and Triton Media statistics January-March 2024, Persons 18+

**Investment: \$4,665 + tax**

Approved:





Market and/or Station: Albuquerque Salesperson: Scott Stiegler Date: 5/13/24 (mm/dd/yyyy)

### Credit Card Payment Authorization Form (Initial or New Credit Card)

I authorize Cumulus Media Inc. (CMI), and/or its subsidiary companies, to make charges to my Credit Card listed below, including recurring charges if indicated below, and if necessary, to initiate adjustments for any transactions charged in error. This authority will remain in effect until CMI has received written notification from me to cancel it. Notice must be received by CMI at least seven days prior to the recurring charge date in order to cancel the next payment. Effective May 15, 2023, except where prohibited by law, we will impose a 2.0% administrative fee on all credit card payments, or such higher fee as generally applied pursuant to company policy.

Customer/Legal Firm Name: Tim Eichenberg Trade Name: Tim Eichenberg for County Treasurer  
Street Address: 7800 CHAMBER DR City/State/Zip: ALB NM 87109  
Phone # \_\_\_\_\_ Contact Name: \_\_\_\_\_ Email \_\_\_\_\_

**I authorize Cumulus to charge my credit card as selected below \*:**

*\*All charges below will include an administrative fee on the amount authorized.*

- One Time Charge of: \$ 4,267.60 Date: 5/13/24 (mm/dd/yyyy)
- Recurring Charge Amount: \$ \_\_\_\_\_ To Be Charged: Weekly - Monthly Recurring End Date: \_\_\_\_\_
- Per attached approved payment schedule
- Per Contract #: \_\_\_\_\_ Maximum amount authorized to charge this card (per transaction) for this contract \$ \_\_\_\_\_

Additional Information: (e.g., Invoice # to apply payment to, account #, etc.) \_\_\_\_\_

### Credit Card Information (Please Print):

Cardholder Name Pearly T. Eichenberg Phone # 505 710 1305 Email Eichenberg.Pearly@cumul.com  
Please print exactly as it appears on your credit card  
Credit Card Number 4266 8417 4228 2153 Expiration Date MM/YYYY 11/2027 Security Code 735  
Cardholder Billing Address 7800 CHAMBER DR City ALB State NM Zip Code 87109  
As it appears on card holder's credit card statement

\*\*\*\*\*

### Customer Authorization and Signature

By signing this authorization, I acknowledge that I have read and agree to all of the above, and that all information provided is complete and accurate.

Cardholder's Signature [Signature] Date 5/13/24 /MM/DD/YYYY