

**Teleonce Political Public File
Legally Qualified Candidate Advertisement**

What is the name of the legally-qualified candidate?

JUAN ZARAGOZA GOMEZ

What office is the candidate running for?

GONERNACION

What is the date of the election?

PRIMARIAS 2024 / JUNIO 2, 2024

The election is a:

- primary
 general election
 special election
 run-off election

What is the name, address, and phone number of the contact person for the candidate and/or the candidate's authorized committee?:

Name: MICHELLE MAYSONET

Agency: SGA/ HOROMA

Address: 1555 FRANCIA ST. SANTURCE, PR 00920

Phone number: 787-620-2033

What is the name of the Treasurer of the candidate's authorized committee?

Name:

Phone number:

Did the candidate or authorized committee submit a copy of NAB PB-19 with the ad?*

COMITE AMIGOS JZG

If this a federal candidate, did the candidate certify on PB-19 that he or she would not refer to an opposing candidate unless her or she complied with the "enhanced disclosure" requirements (see candidate section of form, at page 3)?

Disposition of Request:

- granted
- denied _____ (reason)
- withdrawn _____ (reason)
- other _____ (describe)

Name of Teleonce Employee Completing Form:

REINALDO QUINONES

*Teleonce must post a complete Form PB-19, or a form with equivalent information, in connection with any candidate ad buy. Teleonce also must post the final order or invoice demonstrating when the ads actually aired.

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Juan Zaldívar Gómez, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Juan Zaldívar Gómez

Authorized committee:

Comité Amigos de Juan Zaldívar Gómez

Agency requesting time (and contact information):

N/A SGA Initiative 787-620-2033

Candidate's political party:

Partido Popular Democrático

Office sought (no acronyms or abbreviations):

Gobernador

Date of election:

Junio 2, 2024.

General

Primary

Treasurer of candidate's authorized committee:

Viviana Pérez Torres

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	Station Representative
Signature:	Signature:
Name: <u>Michelle Haysorel</u>	Name:
Date of Request to Purchase Ad Time: <u>4/19/2024</u>	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: _____

Name: _____

Date: _____

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 #:

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPF 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 OPF.

CONTRACT



Liberman Media Group, LLC
 Calle Carazo #64
 Guaynabo, PR 00969-5635
 (787) 300-5000

<u>Contract / Revision</u> 144770 /		<u>Alt Order #</u>	
<u>Advertiser</u> Comite Amigos Juan Zaragoza Gomez		<u>Original Date / Revision</u> 05/15/24 / 05/15/24	
<u>Contract Dates</u> 05/15/24 - 05/28/24		<u>Estimate #</u> 0370.01.7835	
<u>Product</u> Primarias 2024			
<u>Order Brand</u> Various	<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WLII	<u>Account Executive</u> Rey Quinones	<u>Sales Office</u> Local-Puerto Ric	
<u>Special Handling</u>			
<u>Demographic</u> Households			
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>	
<u>Agency Ref</u>	<u>Advertiser Ref</u>		

And:

Horoma3, LLC/Sajo/McCann
 Attention: Ana Steidel
 1555 Calle Francia
 Santurce, PR 00911

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
E 1	WLII	05/15/24	05/15/24	M-F 8p	8p-9p		:15			P-04	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/13/24	05/19/24	--4----				4	\$1,500.00				
E 2	WLII	05/20/24	05/27/24	M-F 6:30p-7p	6:30p-7p		:15			P-04	NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/20/24	05/26/24	1-----				1	\$1,250.00				
Week:		05/27/24	06/02/24	2-----				2	\$1,250.00				
E 3	WLII	05/17/24	05/17/24	M-F 6:30p-7p	6:30p-7p		:15			P-04	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/13/24	05/19/24	----2--				2	\$1,250.00				
N 4	WLII	05/21/24	05/28/24	M-F 6:30p-7p	6:30p-7p		:15			P-04	NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/20/24	05/26/24	-2-----				2	\$1,250.00				
Week:		05/27/24	06/02/24	-1-----				1	\$1,250.00				
Totals												12	\$16,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/01/24 - 05/28/24	12	\$16,000.00	(\$2,400.00)	\$13,600.00
Totals	12	\$16,000.00	(\$2,400.00)	\$13,600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Liberman Media Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made part of a particular contract, is hereby rejected.