

Delta Media  
 KLWB-FM 103.7  
 P.O. Box 159  
 Carencro, La 70520  
 (337) 896-1600

## KLWB-FM Order Confirmation

OrderID: 4385-001

Sponsor: Gus Rantz for State House of Representatives Distr  
 Product: Gus Rantz for State House of Representatives Distr  
 Estimate/PO:  
 AccountRep: House Accounts  
 BillingCycle: Calendar Month  
 InvoiceType: Detail Affidavit  
 Run Dates: 11/11/2019 - 11/16/2019  
 Items Ordered: 22  
 Ordered Amount: \$770.00

GUS RANTZ FOR STATE HOUSE OF  
 101 LA RUE FRANCE SUITE 500  
 LAFAYETTE, LA 70508

### Scheduled Station(s): KLWB-FM 103.7 Gus Rantz for State House of Representatives District 31

Printed 11/8/2019 3:43:22 PM

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Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Description	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 11/11/2019 - 11/16/2019	All Weeks	06:00 AM - 10:00 AM		2	1	2	1			6	:30	Spot			6	35.00	210.00
02 11/11/2019 - 11/16/2019	All Weeks	10:00 AM - 03:00 PM		1	2	1	2			6	:30	Spot			6	35.00	210.00
03 11/11/2019 - 11/16/2019	All Weeks	03:00 PM - 07:00 PM		2	1	2	1			6	:30	Spot			6	35.00	210.00
04 11/11/2019 - 11/16/2019	All Weeks	06:00 AM - 01:00 PM						4		4	:30	Spot			4	35.00	140.00

#### Calendar Month Projected Billing:

Oct-19	0.00	Nov-19	770.00	Dec-19	0.00	Q4-2019	770.00
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Confirmed Correct; Payment Guaranteed

Accepted for KLWB-FM

X	The Game (KLWB)
	Z105.9 (KFxz)
	El Sabor (KSLO)
	Mustang (KOGM)
	Rewind (KVOL)
	106Three (KYMK)
	DM DIGITAL

X	NEW BUSINESS	DIRECT	POLITICAL
X	NEW ORDER	AGENCY	INTERACTIVE
	REVISION	TALENT FEE	SPORTS
	CANCEL	EVENT COST	
	ADDITION	PRODUCTION	
		TRADE	

**X** \_\_\_\_\_ **CALENDAR**  
 \_\_\_\_\_ **BROADCASTS**  
 \_\_\_\_\_  
 \_\_\_\_\_

**CONTRACT#** \_\_\_\_\_

**Product Code:**

**Product Code:**

DATE:	11/8/19	ACCOUNT EXECUTIVE:	House	CONTRACT DATES:		CART #	
ACCT#:		ADVERTISER	Gus Rantz for State House of Representatives District 31	AGENCY:		PHONE:	
CONTACT:	Gus Rantz	ADDRESS	1011a Rue France Suite 500	CITY:	Lafayette	ZIP CODE:	70508
EST #:		INTERACTIVE TYPE:		PKG NAME:		CO-OP?	
CIA	YES	NO	Vercreative	YES	NO	IF NO/REASON	

FLIGHT DATES		DAYPARTS	BREAK	SPT	LNG	# OF WKS	DAYS OF THE WEEK							SPOTS PER WK	TOTAL SPOTS	WEEKLY COST	TOTAL COST	
FROM:	TO:	FROM:	TO:	TYPE	RATE		M	T	W	TH	FR	S	SU	WK				
11/12/19	11/16/19	6a	10a	spot	\$35	30	1	x	x	x	x			6	6	\$210.00	\$210.00	
11/12/19	11/16/19	10a	3p	spot	\$35	30	1	x	x	x	x			6	6	\$210.00	\$210.00	
11/12/19	11/16/19	3p	7p	spot	\$35	30	1	x	x	x	x			6	6	\$210.00	\$210.00	
11/12/19	11/16/19	6a	1p	spot	\$35	30	1					4		4	4	\$140.00	\$140.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
														0	0	\$0.00	\$0.00	
Comments:																	TOTAL SPOTS	TOTAL COST
																	22	\$770.00

AE:		SLS MGR.		TRAFFIC:		ADVERTISER
DATE:		DATE:		DATE:		PRINT NAME:

This time order represents the agreement between agency, advertiser and media buying service. If any, and KTWB/COGMA/SLC/DKXW Radio, and is subject to station's standard conditions  
**TERMS: Net 30 Days, unless CIA. CANCELLATION POLICY: Two weeks advance notice required.**  
**PAGE 1**

## 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> KOGM FM    Opelousas, LA	<b>Date:</b> 11/8/19
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I, Gus Rantz,

being/on behalf of: Gus Rantz,

a legally qualified candidate of the Republican

political party for the office of: House State Representative Dist 31

in the Run off

election to be held on: November

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:

## Gus Rantz Campaign

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:

Jessica McGee

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*

11/8/19

Date \_\_\_\_\_

Signature

**Signature**

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

**Signature**

Printed Name

Title



GUS RANTZ CAMPAIGN  
101 La Rue France, STE 100  
Lafayette, LA 70508

HOME BANK  
P.O. Box 81459  
Lafayette, LA 70598-1459  
84-7030/2652

001056

11/8/2019

PAY TO THE ORDER OF Delta Media \$ \*\*2,000.00

Two Thousand and 00/100 \*\*\*\*\* DOLLARS

Delta Media  
3501 N.W. Evangeline Thruway  
Carencro, LA 70520

*Jessica Mayne*  
AUTHORIZED SIGNATURE



MEMO

⑈001056⑈ ⑆265270303⑆ 4051488702⑈

GUS RANTZ CAMPAIGN

001056

Date	Type	Reference	Original Amt.	Balance Due	11/8/2019 Discount	Payment
11/8/2019	Bill	Radio	2,000.00	2,000.00	Check Amount	2,000.00

Home Bank Checking

2,000.00

# Gus Rantz State House Dist 31

From: Chuck Wood  
 Phone: (337) 886-4667  
 Email: chuckw@deltamediacorp.com  
 11/8/2019 9:19 AM



Flight Dates: 11/12/2019 - 11/16/2019

Demo: P 25+

Schedule Description:

State House Dist 31

Radio Market: LAFAYETTE, LA

Survey: SP19

Geography: Metro

Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency	Gls
<b>Radio Total</b>	<b>63</b>		<b>\$31.75</b>	<b>\$2,000.00</b>	<b>19,000</b>	<b>2.7</b>	<b>51,100</b>
<b>KLWB-FM</b>	<b>22</b>		<b>\$35.00</b>	<b>\$770.00</b>	<b>4,600</b>	<b>2.9</b>	<b>13,400</b>
Flight A - 1 wk (11/11)	22		\$35.00	\$770.00	4,600	2.9	13,400
One Week Total	22		\$35.00	\$770.00	4,600	2.9	13,400
M-F 6A-10A	6 30		\$35.00	\$210.00	2,400	2.3	5,400
M-F 10A-3P	6 30		\$35.00	\$210.00	1,600	1.9	3,000
M-F 3P-7P	6 30		\$35.00	\$210.00	1,700	1.8	3,000
Sa 6A-1P	4 30		\$35.00	\$140.00	1,200	1.7	2,000
<b>KOGM-FM</b>	<b>21</b>		<b>\$30.00</b>	<b>\$630.00</b>	<b>7,900</b>	<b>2.9</b>	<b>23,000</b>
Flight A - 1 wk (11/11)	21		\$30.00	\$630.00	7,900	2.9	23,000
One Week Total	21		\$30.00	\$630.00	7,900	2.9	23,000
M-F 6A-10A	6 30		\$30.00	\$180.00	2,800	1.7	4,800
M-F 10A-3P	5 30		\$30.00	\$150.00	4,900	2.4	12,000
M-F 3P-7P	6 30		\$30.00	\$180.00	3,100	1.7	5,400
Sa 6A-1P	4 30		\$30.00	\$120.00	600	1.3	800
<b>KYMK-FM</b>	<b>20</b>		<b>\$30.00</b>	<b>\$600.00</b>	<b>7,100</b>	<b>2.1</b>	<b>14,700</b>
Flight A - 1 wk (11/11)	20		\$30.00	\$600.00	7,100	2.1	14,700
One Week Total	20		\$30.00	\$600.00	7,100	2.1	14,700
M-F 6A-10A	6 30		\$30.00	\$180.00	3,200	1.5	4,800

The cost of reaching each target person an average of 2.7 times is 10.5 cents.

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: LAFAYETTE, LA; SP19; Metro; Multiple Dayparts Used; P 25+; See Detailed Sourcing Page for Complete Details.  
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Gus Rantz State House Dist 31



From: Chuck Wood  
 Phone: (337) 886-4667  
 Email: chuckw@deltamediaincorp.com  
 11/8/2019 9:19 AM

KYMK-FM (continued)	Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency	Gls
	M-F 10A-3P		5 30	\$30.00	\$150.00	3,300	1.7	5,500
	M-F 3P-7P		5 30	\$30.00	\$150.00	3,100	1.3	4,000
	Sa 6A-1P		4 30	\$30.00	\$120.00	500	0.8	400

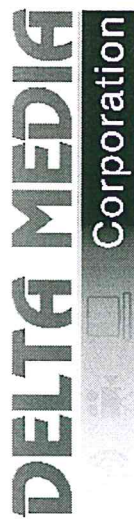
The cost of reaching each target person an average of 2.7 times is 10.5 cents.

The first demo listed is the Primary Demo.  
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Gus Rantz State House Dist 31

From: Chuck Wood  
 Phone: (337) 886-4667  
 Email: chuckw@deltamedia.com  
 11/8/2019 9:19 AM



**Schedule Grand Totals: 1 Week**

Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency	Gls
Radio Total	63	\$31.75	\$2,000.00	19,000	2.7	51,100
KLWB-FM	22	\$35.00	\$770.00	4,600	2.9	13,400
KOGM-FM	21	\$30.00	\$630.00	7,900	2.9	23,000
KYMK-FM	20	\$30.00	\$600.00	7,100	2.1	14,700

The cost of reaching each target person an average of 2.7 times is 10.5 cents.

Accepted by Station

Date

11/8/19

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 demo listed is the Primary Demo.  
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## Detailed Sourcing Summary

Radio Market: LAFAYETTE, LA  
Survey: Nielsen Radio Spring 2019  
Geography: Metro  
Daypart: Multiple Dayparts Used

### Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 25+ (Primary)	381,800	1,066

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/RR8/2019SPR/0253/pdfs/SpecialNotices.pdf>

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