

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

Station and Location: KMS - Fresno, CA	Date: 2/18/20
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I, Tyler Maxwell,
being/on behalf of: Self, a legally
qualified candidate of the non-partisan political
party for the office of: Fresno City Council, District 4
in the Primary election
election to be held on: 3/3/2020

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
(See attached schedule)					

Total Charges: \$ 2450 Gross / \$ 2082.50 Net - airtime schedule
\$ 50 Net - Production Fee / Tot. 1 - 2132.50 Net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Empty rectangular box for listing matters of national importance]

I represent that the payment for the above described broadcast time has been furnished by:

Maxwell for City Council

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:

Varinder Bains

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

2/18/2020 [Signature]
Date Signature

To Be Signed By Station Representative

Accepted Accepted in Part Rejected

[Signature]
Signature

Paul Stuart
Printed Name

Key Account Manager
Title



Tyler Maxwell for City Council

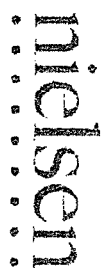
From: Paul Stuart
Phone: (559) 490-5951
Email: paul.stuart@cumulus.com
2/14/2020 10:59 AM

Flight Dates: 02/17/2020 - 03/03/2020
Demo: P 25+

Radio Market: FRESNO
Survey: DEC19 SD rv 1 (OCT-DEC)
Geography: Metro

Radio Total	Daypart	Length	Spots	Unit Rate	Total Cost	Average Persons	GIS	CPM
KM1-AM			11	\$222.73	\$2,450.00	7,300	79,900	\$30.51
Flight A - 1 wk (02/24)			11	\$222.73	\$2,450.00	7,300	79,900	\$30.51
One Week Total			11	\$222.73	\$2,450.00	7,300	79,900	\$30.51
	M-F 6A-10A	:30	4	\$240.00	\$960.00	8,700	34,800	\$27.59
	M-F 10A-3P	:30	4	\$230.00	\$920.00	7,600	30,400	\$30.26
	M-F 3P-7P	:30	3	\$190.00	\$570.00	4,900	14,700	\$38.78

The first demo listed is the Primary Demo.
This report was created in TAPSCAN using the following Radio information: FRESNO, DEC19 SD rv 1 (OCT-DEC); Metro; Multiple Dayparts Used; P 25+; See Detailed Sourcing Page for Complete Details.
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Page 1 of 3 Schedule



Tyler Maxwell for City Council



From: Paul Stuart
Phone: (559) 490-5951
Email: paul.stuart@cumulus.com
2/14/2020 10:59 AM

Schedule Grand Totals: 1 Week

Radio Total	Stations	Spots	Unit Rate	Total Cost	Average Persons	GIS	CPM
KM-L-AM		11	\$222.73	\$2,450.00	7,300	79,800	\$30.51
		11	\$222.73	\$2,450.00	7,300	79,800	\$30.51

Accepted by Station

Date

Jason M. Campbell

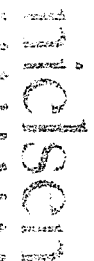
02/14/20

Accepted by Client

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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CONTRACT



KMJ-AM
 1071 W. Shaw Ave.
 Fresno, CA 93711
 (559) 490-5802

kmjnow.com

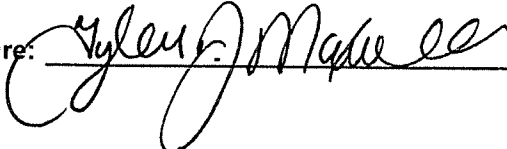
And:

Maxwell for City Council - In House Agency
 1625 E Shaw Avenue
 Suite 130
 Fresno, CA 93710

<u>Contract / Revision</u> 398133 /		<u>Alt Order #</u>
<u>Advertiser</u> Maxwell//City Council		<u>Original Date / Revision</u> 02/14/20 / 02/14/20
<u>Contract Dates</u> 02/24/20 - 02/28/20	<u>Estimate #</u>	
<u>Product</u> Political		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KMJ-AM	<u>Account Executive</u> Paul Stuart	<u>Sales Office</u> Local-Fresno CA
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KMJA	02/24/20	02/28/20	M-F	6a-10a		:30			NM	4	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	-1111--				4	\$240.00			
N 2	KMJA	02/24/20	02/28/20	M-F	10a-3p		:30			NM	4	\$920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	1-111--				4	\$230.00			
N 3	KMJA	02/24/20	02/28/20	M-F	3p-7p		:30			NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	--111--				3	\$190.00			
Totals											11	\$2,450.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/24/20 - 02/28/20	11	\$2,450.00	(\$367.50)	\$2,082.50
Totals	11	\$2,450.00	(\$367.50)	\$2,082.50

Signature:  Date: 2/18/2020