

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: <p style="text-align: center;">KMJ-AM & FM / Fresno</p>	Date: <p style="text-align: center;">02/14/2020</p>
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I, **Larry Micari**
 being/on behalf of: **Larry Micari for Supervisor, District 1, 2020**
 a legally qualified candidate of the **non-partisan**
 political party for the office of: **Supervisor, District 1**
 in the **Primary Election**
 election to be held on: **March 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
Feb 17 – Feb 28 2020	6a – 10a 10a – 3p 3p – 7p 6a – 7p	Monday – Friday	On-Air Streaming	Feb 17 – 21 & Feb 24 – 28: 15x per week Feb 17 – 21 & Feb 24 – 28: 30x per week	2-weeks 10-days (Mon-Fri)

Attach proposed schedule with charges (if available): **SEE ATTACHED SCHEDULE**

POLITICAL INQUIRY FORM
(TO BE COMPLETED BY STATION REPRESENTATIVE RESPONDING TO THE INQUIRY)

INSTRUCTIONS: This form must be completed as to all requests, both oral and written, for broadcast time to be used by or on behalf of (1) a candidate for public office or (2) persons who wish to communicate a message relating to "any political matter of national importance," as defined in the Bipartisan Campaign Reform Act of 2002. It is to be kept in the Station Public File for a period of two years.

STATION **KMJ-AM&FM**

DATE OF REQUEST: **02/13/2020**

INQUIRY MADE BY: **PAULA VINZANT (campaign manager)**

AGENCY (if any): **IN-HOUSE**

ADDRESS OF AGENCY: **P.O. Box 481**

CITY, STATE, ZIP OF AGENCY: **Exeter, CA 93221**

TELEPHONE NUMBER OF AGENCY: **559-901-4278**

CANDIDATE: **LARRY MICARI FOR SUPERVISOR**

ORGANIZATION OR SPONSORING AUTHORITY (WHO WILL PAY): **LARRY MICARI FOR SUPERVISOR**

IF SPONSOR IS A COMMITTEE, NAME OF COMMITTEE:

ADDRESS OF COMMITTEE:

CITY, STATE, ZIP OF COMMITTEE:

TELEPHONE NUMBER OF COMMITTEE:

COMMITTEE OFFICERS:

Chairman:

Vice Chairman:

Treasurer:

Secretary:

Is this the Candidate's Authorized Committee? () yes () no

OFFICE SOUGHT:

PARTY AFFILIATION:

() federal

() state

local

ELECTION AND DATE:

primary

() general

FOR ISSUE ADS ONLY:

- a. Candidate(s) and offices (if any) referred to: _____

- b. Federal election(s) (if any) referred to: _____
- c. Issue(s) discussed: _____
- d. Name, Address, Phone Number of Contact: _____

DATES REQUESTED: _____

LENGTH OF SPOT/PROGRAM TIME REQUESTED: _____

REQUEST MADE:

- in writing () orally
If request is made in writing, attach and retain.

STATION OFFER: _____

DISPOSITION OF REQUEST:

- () granted () denied
If not granted, state reasons in space below. If denied in writing, attach and retain. If granted, attach contract and invoice, when available.

REQUEST FOR DOCUMENTATION THAT CANDIDATE IS LEGALLY QUALIFIED:

- () yes () no
Attach any written documentation received.

DATE POLITICAL DISCLOSURE FORM SUBMITTED TO REQUESTOR: _____

COMMENTS

STATION REP	DAVE CAMPBELL
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REVIEWED	
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Larry Micari KMJ Feb 2020 #1

From: Dave Campbell
 Phone: (559) 490-5952
 Email: dave.campbell@cumulus.com
 2/14/2020 1:22 PM

Flight Dates: 02/17/2020 - 03/01/2020

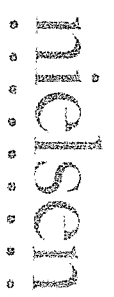
Demo: P 35+

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

ScheduleDescription:
 2020 Political Radio Campaign KMJ-AM&FM

Radio Total	Daypart	Daypart Code	Spots	Rel	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Length	Unit Rate	Total Cost	Average Rating
90.0				10.0	16.0	16.0	16.0	16.0	16.0	16.0			\$83.33	\$7,500.00	0.4%
30.0					6.0	6.0	6.0	6.0	6.0	6.0			\$220.00	\$4,600.00	1.2%
Flight Dates															
2/17/20	M-F 6A-10A	AM	15.0		3.0	3.0	3.0	3.0	3.0	3.0		30	\$220.00	\$3,300.00	1.2%
	M-F 10A-3P	MID	5.0		1.0	1.0	1.0	1.0	1.0	1.0		30	\$240.00	\$1,200.00	1.5%
	M-F 3P-7P	PM	5.0		1.0	1.0	1.0	1.0	1.0	1.0		30	\$230.00	\$1,150.00	1.3%
Flight Dates															
2/24/20	M-F 6A-10A	AM	15.0		3.0	3.0	3.0	3.0	3.0	3.0		30	\$220.00	\$3,300.00	1.2%
	M-F 10A-3P	MID	5.0		1.0	1.0	1.0	1.0	1.0	1.0		30	\$240.00	\$1,200.00	1.5%
	M-F 3P-7P	PM	5.0		1.0	1.0	1.0	1.0	1.0	1.0		30	\$190.00	\$950.00	0.9%
Flight Dates															
2/17/20	M-F 6A-7P	PROT	30.0		5.0	5.0	5.0	5.0	5.0	5.0		30	\$15.00	\$450.00	0.0%
Flight Dates															
2/24/20	M-F 6A-7P	PROT	30.0		5.0	5.0	5.0	5.0	5.0	5.0		30	\$15.00	\$450.00	0.0%

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); TSA: Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.
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Larry Micari KMJ Feb 2020 #1

From: Dave Campbell
 Phone: (559) 490-5952
 Email: dave.campbell@cumulus.com
 2/14/2020 1:22 PM

Schedule Grand Totals: 2 Weeks

Stations	Spots	Rot	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost
Radio Total	90.0	10.0	16.0	16.0	16.0	16.0	16.0			\$83.33	\$7,500.00	0.4%	\$202.70	37.0	100%	100%
KMJ-AM	30.0		6.0	6.0	6.0	6.0	6.0			\$220.00	\$6,600.00	1.2%	\$178.38	37.0	100%	88%
KMJ-AM Stream	60.0	10.0	10.0	10.0	10.0	10.0	10.0			\$15.00	\$900.00	0.0%	\$0.00	0.0	0%	12%

2020 Political Radio Campaign - Larry Micari for Supervisor, Dist. 1
 \$6,600 (gross) - \$562.50 (15% political discount) = \$3,187.50 (net)

Feb 24-28, 2020: \$3,330 On-Air + \$450 Streaming = \$3,750 (\$3,187.50 net)
 Pricing & inventory availability can change without notice on a daily basis.

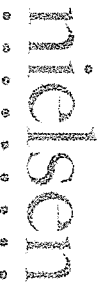
Questions??? Don't hesitate to contact your KMJ rep, Dave Campbell at 559-490-5952 or via e-mail at dave.campbell@cumulus.com.
 Cumulus Media does not discriminate on the basis of race, sex, or ethnicity in the placement, scheduling and completion of purchase of advertising. Any order for advertising that includes any such restriction will not be accepted

Accepted by Station _____ Date _____

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.
 This report was created in TAPSCAN using the following Radio Information: FRESNO: DEC19 SD rv 1 (OCT-DEC); TSA: Multiple Dayparts Used, P 35+; See Detailed Sourcing Page for Complete Details.
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Larry Micari KMJ Feb 2020 #1



From: Dave Campbell
 Phone: (559) 490-5952
 Email: dave.campbell@cumulus.com
 2/14/2020 1:28 PM

Schedule Grand Totals: 2 Weeks

Stations	Spots	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost
Radio Total	90.0	10.0	16.0	16.0	16.0	16.0	16.0			\$83.33	\$7,500.00	0.4%	\$202.70	37.0	100%	100%
KMJ-AM	30.0	8.0	8.0	8.0	8.0	8.0	8.0			\$220.00	\$6,600.00	1.2%	\$178.38	37.0	100%	88%
KMJ-AM Stream	60.0	10.0	10.0	10.0	10.0	10.0	10.0			\$15.00	\$900.00	0.0%	\$0.00	0.0	0%	12%

2020 Political Radio Campaign - Larry Micari for Supervisor, Dist. 1

\$7,500 (gross) - \$1,125 (15% political discount) = \$6,375 (net)

Feb 17-28, 2020: \$6,660 On-Air + \$900 Streaming = \$7,500 (\$6,375 net)

Pricing & inventory availability can change without notice on a daily basis.

Questions??? Don't hesitate to contact your KMJ rep! Dave Campbell at 559-490-5952 or via e-mail at dave.campbell@cumulus.com.

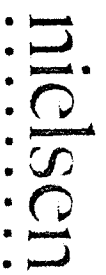
Cumulus Media does not discriminate on the basis of race, sex, or ethnicity in the placement, scheduling and completion of purchase of advertising. Any order for advertising that includes any such restriction will not be accepted

Accepted by Station: [Signature] Date: 02.14.2020

Accepted by Client: [Signature] Date: 2-14-2020

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.
 This report was created in TAPSCAN using the following Radio information: FRESNO: DEC19 SD nr 1 (OCT-DEC); TSA; Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.
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ORDER

Orders
Order / Rev: 398282
Alt Order #:
Product Desc: 2020 Political Radio Campaign (Feb17-2
Estimate: KMJ-AM/FM
Flight Dates: 02/17/20 - 02/28/20 **Primary AE:** Dave Campbell
Original Date / Rev: 02/14/20 / 02/14/20 **Sales Office:** L-FRE
Order Type: GENERAL **Sales Region:** Local

Agency
Name: Larry Micari for Supervisor - In House
Buying Contact:
Billing Contact:
 PO Box 481
 Exeter, CA 93221
Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Micari//Supervisor
Demographic: A35-64
Product Codes: Candidates
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-CAND
Revenue Code 3: POL-LR
New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
01/27/20	02/23/20	15	\$3,300.00	\$2,805.00	February 2020	15	\$3,300.00	\$2,805.00	0.00
02/24/20	02/28/20	15	\$3,300.00	\$2,805.00	March 2020	15	\$3,300.00	\$2,805.00	0.00
Totals						30	\$6,600.00	\$5,610.00	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Campbell	L-FRE	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	KMJA	02/17/20	02/28/20	M-F AM Drive M-F	CM	6a-10a	11111--	:30	5	\$240.00	P-50	0.00	NM	10	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	11111--		5				\$240.00		0.00			
		Week: 02/24/20	03/01/20	11111--		5				\$240.00		0.00			
N 2	KMJA	02/17/20	02/28/20	M-F Midday M-F	CM	10a-3p	11111--	:30	5	\$230.00	P-50	0.00	NM	10	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	11111--		5				\$230.00		0.00			
		Week: 02/24/20	03/01/20	11111--		5				\$230.00		0.00			
N 3	KMJA	02/17/20	02/28/20	M-F PM Drive M-F	CM	3p-7p	11111--	:30	5	\$190.00	P-50	0.00	NM	10	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/17/20	02/23/20	11111--		5				\$190.00		0.00			
		Week: 02/24/20	03/01/20	11111--		5				\$190.00		0.00			
Totals													30	\$6,600.00	

ORDER

Orders
Order / Rev: 398291
Alt Order #:
Product Desc: 2020 Political Streaming Campaign (Feb
Estimate:
Flight Dates: 02/17/20 - 02/28/20
Original Date / Rev: 02/14/20 / 02/14/20
Order Type: DIG

Primary AE: KMJ-AF1 Digital
 Dave Campbell
Sales Office: L-FRE
Sales Region: Local

Agency Name: Larry Micari for Supervisor - In House
Buying Contact:
Billing Contact:
 PO Box 481
 Exeter, CA 93221

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

Advertiser Name: Micari//Supervisor
Demographic: A25-54
Product Codes: Candidates
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-CAND
Revenue Code 3: DIG-STREAM
Priority: P-100

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:00:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/24/20	02/28/20	1	\$900.00	\$765.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2020	0	\$900.00	\$765.00	0.00
Totals	0	\$900.00	\$765.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Campbell	L-FRE	Local	Start Of Order - End Of Order	100%

KMJ-AM

Ln	Start	End	Inventory Code	Imp. Booked	Rate	Rate Type	Amount
N 1	02/17/20	02/28/20	In-Stream Replacement A In-Stream :30	0	\$900.00	Flat Fee	\$900.00
Wks of 02-17 & 02-24 / Mon-Fri / 6a-7p / 5 spots per day / \$15 per spot / 30 spots per week							
Totals							\$900.00