

### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KOGO, San Diego, CA	Date: 7/11/18
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I, Noah Kaufman

do hereby request station time concerning the following issue:

The California Cruelty-Free Cosmetics Act, SB1249, set to be voted on by the CA state Assembly in August

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

This broadcast time will be used by: the Physicians Committee for Responsible Medicine

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
 Yes  No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

Physicians Committee for Responsible Medicine  
5100 Wisconsin Ave. NW, Ste #400, Washington, DC 20016

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

Board of Directors  
Neal D. Bernard, M.D., Mindy Kirsban, Esq., Mark Sklar, M.D.,  
Russell Bunai, M.D., Barbara Wasserman, M.D.

# Schedule Summary

Flight Date: 07/14/18 - 07/29/18

Header #: 22748243

Target Demo: Adults 18+

Multi-Market Summary				
Market	Total Spots	Freq	GIMP	Total Cost
San Diego	51	3.3	608,100	\$4,740
Schedule Total	51	3.3	608,100	\$4,740

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9:10 AM July 12, 2018

Please Contact Allie Blair Gibson  
Account Executive  
(Phone) 727-310-2879  
allieblairgibson@heartmedfa.com

## Schedule

Survey: San Diego May18 MSA ARB PPM

Header#: 22748243

Target Demo: Adults 18+

Daypart	Len	Spt / Wk	Spt \$	Freq	Reach	GIMP	CPM Imp	Total Spots	Total Cost
<b>KOGO-AM (News/Talk, 600)</b>									
M-F 6a-10a	15	0	\$125	2.2	93,948	202,500	\$9	15	\$1,875
M-F 3p-7p	15	0	\$90	1.9	110,829	208,500	\$6	15	\$1,350
Sa 6a-10a	15	1	\$40	1.0	3,991	4,000	\$10	1	\$40
Su 6a-10a	15	1	\$15	1.0	3,811	3,800	\$4	1	\$15
Su 3p-7p	15	1	\$20	1.0	3,098	3,100	\$6	1	\$20
<b>07/14/18-07/15/18 (1Wk)</b>		<b>33</b>	<b>\$100</b>	<b>2.6</b>	<b>161,500</b>	<b>421,900</b>	<b>\$8</b>	<b>33</b>	<b>\$3,300</b>
M-F 6a-10a	15	3	\$125	1.5	55,263	81,000	\$9	6	\$750
M-F 3p-7p	15	3	\$90	1.3	62,181	83,400	\$6	6	\$540
Sa 6a-10a	15	1	\$40	1.2	6,591	8,000	\$10	2	\$80
Su 6a-10a	15	1	\$15	1.3	6,021	7,600	\$4	2	\$30
Su 3p-7p	15	1	\$20	1.1	5,759	6,200	\$6	2	\$40
<b>07/16/18-07/29/18 (2Wks)</b>		<b>9</b>	<b>\$80</b>	<b>1.8</b>	<b>106,300</b>	<b>186,200</b>	<b>\$8</b>	<b>18</b>	<b>\$1,440</b>
<b>Total</b>		<b>17</b>	<b>\$93</b>	<b>3.3</b>	<b>186,700</b>	<b>608,100</b>	<b>\$8</b>	<b>51</b>	<b>\$4,740</b>
<b>Grand Total</b>		<b>17</b>	<b>\$93</b>	<b>3.3</b>	<b>186,700</b>	<b>608,100</b>	<b>\$8</b>	<b>51</b>	<b>\$4,740</b>

Station Flight Summary		
Flights	Total Spots	Total Cost
<b>KOGO-AM</b>		
07/14/18-07/15/18 (1Wk)	33	\$3,300
07/16/18-07/29/18 (2Wks)	18	\$1,440
<b>Total</b>	<b>51</b>	<b>\$4,740</b>
<b>Grand Total</b>	<b>51</b>	<b>\$4,740</b>

The PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Multi-week cumes derived from Arbitron Cume SlideRule.

Cume inconsistencies detected in the PPM data were corrected during survey installation for: San Diego May18 MSA ARB PPM: KOGO-AM

Beginning with the Arbitron W106 survey, stations that simulcast 100% throughout the survey period are reported only under the call letters of the primary station of the simulcast partnership.

Format, Owner, Power and Rep Information provided by third parties.

Nondiscrimination - Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

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Arbitron Rating Data Copyright 2016 Arbitron Inc.

Advertiser No: 520079      Order No: 1303550006  
 Start Date: 07/15/2018      Co-op: No  
 End Date: 07/29/2018      Package: No  
 Month Type: Broadcast      Agency Comm.: 15%  
 Revision #: 0  
 CPE: 0 - 0 - 0  
 AE: ATLANTA, MMS  
 Entered: 07/13/2018 02:59 PM by Fusion  
 Last Update: 07/13/2018 02:59 PM by Fusion  
 Note: KOGO-AM 31991544 0 0 0  
 Note 2:  
 Spl Req Inv:

The Physicians Committee (PCRM)  
 c/o Physicians Committee For Respon  
 Attn:  
 5100 Wisconsin Ave NW # 400  
  
 Washington, DC 20016

Market Station	Bind To	Start Date	End Date	No Of Weeks	Rate Rev. Type	Skip	W	M	T	W	T	F	S	S	Spots/ W.	Spot Length	Ord Spots	Ord Cost
1 San KOGO-AM	06:00-10:00 Commercial 15	07/16/18	07/20/18	1	125.00	0	x	x	x	x	x				10	15	10	1,250.00
					INSIDE SALES - POLITICAL													
2 San KOGO-AM	06:00-10:00 Commercial 15	07/23/18	07/27/18	1	125.00	0	x	x	x	x	x				11	15	11	1,375.00
					INSIDE SALES - POLITICAL													
3 San KOGO-AM	15:00-19:00 Commercial 15	07/16/18	07/20/18	1	90.00	0	x	x	x	x	x				10	15	10	900.00
					INSIDE SALES - POLITICAL													
4 San KOGO-AM	15:00-19:00 Commercial 15	07/23/18	07/27/18	1	90.00	0	x	x	x	x	x				11	15	11	990.00
					INSIDE SALES - POLITICAL													
5 San KOGO-AM	06:00-10:00 Commercial 15	07/15/18	07/29/18	3	15.00	0	0	0	0	0	0	0	0	1	1	15	3	45.00
					INSIDE SALES - POLITICAL													
6 San KOGO-AM	15:00-19:00 Commercial 15	07/15/18	07/29/18	3	20.00	0	0	0	0	0	0	0	0	3	3	15	9	180.00
					INSIDE SALES - POLITICAL													

No. of Spots/Misc/Digital:	54/0/0	Ordered Gross:	\$4,740.00
		Agency Commission:	\$711.00
		Ordered Net:	\$4,029.00
		<b>Total Net Due:</b>	<b>\$4,029.00</b>

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>Amt. Ord.:</b>	54	0	0	0	0	0	0	0	0	0	0	0	0
<b>Gross:</b>	4,740.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Net:</b>	4,029.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

When signed below, this is a contract for advertising on the radio stations named above, made with the owner of those stations, subject to those terms and conditions beginning on the last page of this Order Confirmation. Except when this contract is executed by advertiser itself, it is agreed that advertiser's agency makes this contract both for itself and advertiser.

Accepted for Company: \_\_\_\_\_

Accepted for Advertiser: \_\_\_\_\_

**Participating Customers**

The Physicians Committee (PCR)	100%
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