

### AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail The benefits Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KNEK / KPRQ Lafayette, LA Date: 10/11/19

Mr. Steven Grant LLC

being/on behalf of: Committee to elect Steven Newell

a legally qualified candidate of the Democratic Party

political party for the office of: Governor Louisiana Dist. 7

in the Run Off

election to be held on: Saturday Nov 16

do hereby request station time as follows:

Broadcast Length	Time of Day	Position of Package	Days	Spots	Comments
					SEE ATTACHED

Attach proposed schedule with charges

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

COMMITTEE TO ELECT GREENMOUNTAIN

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:

BERNARD NOWELL

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**

11/19/19  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Signature]  
Signature

Richard Nowell  
Printed Name

[Signature]  
Signature

**BOLD2\_GOV\_Run Off Final\_Lafayette**



From: Kelyryn Napoleon  
 Phone: (504) 581-7002  
 Email: kelyryn.napoleon@cumulus.com  
 11/14/2019 12:49 PM

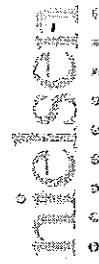
Flight Dates: 11/15/2019 - 11/16/2019  
 Demo: P 12+

ScheduleDescription:  
 GOV\_Run Off Final

Radio Market: LAFAYETTE, LA  
 Survey: SP19 SD  
 Geography: Metro

Station	Dates	Spots	Length	Unit Rate	Total Cost	Frequency	Schedule Curve	Partners
<b>KRZQ-FM</b>								
Flight A - 1wk (11/15)		38		\$52.63	\$2,000.00		3.7	73,100
One Week Total		38		\$52.63	\$2,000.00		3.7	73,100
M-F 6A-10A		38	4:00	\$52.63	\$2,000.00		3.7	73,100
M-F 10A-3P		38	4:00	\$52.63	\$2,000.00		3.7	73,100
M-F 3P-7P		38	5:00	\$55.00	\$2,090.00		1.8	43,400
M-F 7P-12M		38	5:00	\$55.00	\$2,090.00		1.5	43,500
Sa 6A-10A		38	11:00	\$40.00	\$1,520.00		1.5	46,300
Sa 10A-3P		38	6:00	\$50.00	\$1,900.00		2.4	20,200
Sa 3P-7P		38	4:00	\$50.00	\$1,900.00		3.1	13,500
<b>KRZQ-FM</b>								
Flight A - 1wk (11/15)		64		\$62.50	\$4,000.00		6.1	18,100
One Week Total		64		\$62.50	\$4,000.00		6.1	18,100
M-F 6A-10A		64	10:00	\$62.50	\$4,000.00		5.1	80,800
M-F 10A-3P		64	10:00	\$62.50	\$4,000.00		5.1	80,800
M-F 3P-7P		64	10:00	\$70.00	\$4,480.00		2.0	43,800
M-F 7P-12M		64	9:00	\$70.00	\$4,480.00		2.0	48,200
Sa 6A-10A		64	9:00	\$60.00	\$3,840.00		2.0	52,200
Sa 10A-3P		64	8:00	\$55.00	\$3,520.00		1.8	34,500
Sa 3P-7P		64	10:00	\$55.00	\$3,520.00		2.7	9,600
<b>KRZQ-FM</b>								
Flight A - 1wk (11/15)		64		\$62.50	\$4,000.00		3.8	22,800
One Week Total		64		\$62.50	\$4,000.00		3.8	22,800
M-F 6A-10A		64	8:00	\$62.50	\$4,000.00		3.8	14,000
M-F 10A-3P		64	8:00	\$62.50	\$4,000.00		3.8	14,000
M-F 3P-7P		64	8:00	\$62.50	\$4,000.00		3.8	14,000
M-F 7P-12M		64	8:00	\$62.50	\$4,000.00		3.8	14,000
Sa 6A-10A		64	8:00	\$62.50	\$4,000.00		3.8	14,000
Sa 10A-3P		64	8:00	\$62.50	\$4,000.00		3.8	14,000
Sa 3P-7P		64	8:00	\$62.50	\$4,000.00		3.8	14,000

The list demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio Information: LAFAYETTE, LA; SP19 SD; Metro; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.  
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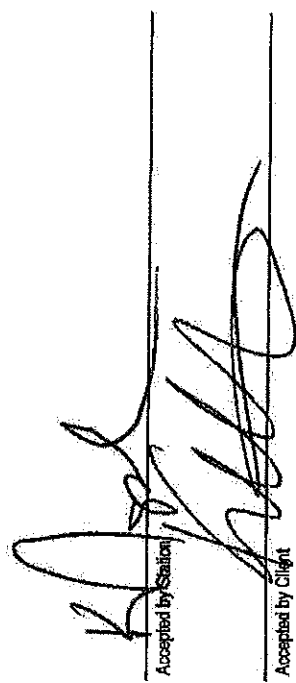
**BOLD2\_GOV\_Run Off Final\_Lafayette**




From: Keliyyn Napoleon  
 Phone: (504) 581-7002  
 Email: keliyyn.napoleon@cumulus.com  
 11/14/2019 12:49 PM

**Schedule Grand Totals: 1 Week**

Stations	Spots	Unit Rate	Total Cost	Frequency	Schedule Cumulative Persons
KNEK-FM	38	\$52.63	\$2,000.00	3.7	73,100
KRRC-FM	84	\$92.50	\$4,000.00	5.1	80,650

Accepted by Station:   
 Date: 11/14/19

Accepted by Client:   
 Date: 11/14/19

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: LAFAYETTE, LA; SP18 SD; Metro; Multiple Dayparts Used; P 12+; See Detailed Sounding Page for Complete Details.  
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# Detailed Sourcing Summary

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

## Demo/Inhab/Population:

Age/Gender	Population	Inhab
Persons 12+ (Primarily)	481,800	1,281

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 Inhab 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.audion.com/clients/markets/MRC-Accredited\\_Services\\_Markets.pdf](http://www.audion.com/clients/markets/MRC-Accredited_Services_Markets.pdf)

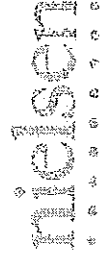
The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Siskel Rule audience (curve) growth model.

Ascription Website: <http://ascription.nielsen.com>  
Rating Reliability Estimator: <http://rsi/nrc.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.

<http://ebook.nielsen.com/secure/RSR/2019SPR/0232/odis/Source/Nielsen.pdf>

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# ORDER

**Orders**  
 Order / Rev: 311531  
 Alt Order #: \_\_\_\_\_  
 Product Desc: Gov Run Off\_Final  
 Estimate: \_\_\_\_\_  
 Flight Dates: 11/15/19 - 11/16/19  
 Original Date / Rev: 11/14/19 / 11/14/19  
 Order Type: GENERAL  
 KNEK-AM/FM  
 Primary AE: Kelwyn Napoleon  
 Sales Office: L-LAF  
 Sales Region: Local

**Agency**  
 Name: Jaelyn Group, The  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
 4904 Loyola Avenue  
 New Orleans, LA 70115-5602  
 Billing Type: Cash  
 Billing Calendar: Calendar  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
 Name: Bold2  
 Demographic: A25-54  
 Product Codes: Candidates  
 Revenue Code 1: AGY-AVAIL  
 Revenue Code 2: POL-CAND  
 Revenue Code 3: POL-STATE  
 New Business Thru: \_\_\_\_\_  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_  
 Unit Code: General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/19	11/16/19	38	\$2,000.00	\$1,700.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2019	38	\$2,000.00	\$1,700.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$2,000.00</b>	<b>\$1,700.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kelwyn Napoleon	L-LAF	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	KNEKA	11/15/19	11/15/19	M-F AM Drive M-F	CM	6a-10a	----4--	1:00	4	\$65.00	P-50	0.00	NM	4	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/11/19	11/17/19	----4--		4		\$65.00		0.00					
N 2	KNEKA	11/15/19	11/15/19	M-F Midday M-F	CM	10a-3p	----5--	1:00	5	\$65.00	P-50	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/11/19	11/17/19	----5--		5		\$65.00		0.00					
N 3	KNEKA	11/15/19	11/15/19	M-F PM Drive M-F	CM	3p-7p	----5--	1:00	5	\$65.00	P-50	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/11/19	11/17/19	----5--		5		\$65.00		0.00					
N 4	KNEKA	11/15/19	11/15/19	M-F Evening M-F	CM	7p-12a	----+--	1:00	11	\$40.00	P-50	0.00	NM	11	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/11/19	11/17/19	----+--		11		\$40.00		0.00					
N 5	KNEKA	11/16/19	11/16/19	Sa-Su AM Sa-Su	CM	6a-10a	-----6-	1:00	6	\$50.00	P-50	0.00	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/11/19	11/17/19	-----6-		6		\$50.00		0.00					
N 6	KNEKA	11/16/19	11/16/19	Sa-Su Midday Sa-Su	CM	10a-3p	-----4-	1:00	4	\$50.00	P-50	0.00	NM	4	\$200.00

Order / Rev: 311531  
 Alt Order #:  
 Flight Dates: 11/15/19 - 11/16/19

Advertiser: Bold2  
 Product Desc: Gov Run Off\_Final  
 Estimate:  
 KNEK-AM/FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
		Week: 11/11/19	11/17/19	-----4-			4			\$50.00			0.00		
N 7	KNEKA	11/16/19	11/16/19	Sa-Su PM Sa-Su	CM	3p-7p	-----3-	1:00	3	\$50.00	P-50	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
		Week: 11/11/19	11/17/19	-----3-			3			\$50.00			0.00		
													Totals	38	\$2,000.00