

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:	Date:
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I, NATHANIEL HAUSER

being/on behalf of: JOHN GREENE

a legally qualified candidate of the Non PARTISAN

political party for the office of: SHERIFF/CORONER

in the COUNTY OF SHASTA

election to be held on: JUNE 5, 2018

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:

THE COMMITTEE TO ELECT JOHN GREENE

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:

JOHN GREENE

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

5/24/18

Date

[Signature]

Signature

CAMPAIGN MANAGER

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]

Signature

Tom Newhouse

Printed Name

General Sales Manager

Title

C# 3355343



John Green for Sheriff

Advertiser: 124895
 Agency:
 Buyer:
 Length(s): :30
 Proposal #: 935296
 Market [Rank]: CHICO, CA-COMSCORE LO
 Books: John Green-COMSCORE LO
 Flight Dates: 05/29/18 - 06/05/18

Station Contact:
 Name: Tom Newhouse
 Phone: (707) 633-2938
 Fax:
 Email: tnewhouse@sbgvtv.com

Program DP Days Time	Rate Weeks	May Jun		Cost Spots	A2554 RTG CPP
		29	4		
KRCR					
NEWS CH7: DAYBREAK 5AM	\$80	2	2	\$320	2.4
M M-F 5:00A- 6:00A	2			4	\$33.33
<i>Rationale: OV:01.29.18-02.25.18 (COMSCORE-LO)</i>					
NEWS CH 7: DAYBREAK 6AM	\$150	2	2	\$600	5.7
M M-F 6:00A- 7:00A	2			4	\$26.32
<i>Rationale: OV:01.29.18-02.25.18 (COMSCORE-LO)</i>					
GOOD MORNING AMERICA	\$150	2	2	\$600	5.8
M M-F 7:00A- 9:00A	2			4	\$25.86
<i>Rationale: OV:01.29.18-02.25.18 (COMSCORE-LO)</i>					
CHANNEL 7 NEWS @ 5PM	\$225	2	1	\$675	6.7
R M-F 5:00P- 5:30P	2			3	\$33.58
<i>Rationale: OV:01.29.18-02.25.18 (COMSCORE-LO)</i>					
CHANNEL 7 NEWS @ 530PM	\$225	2	1	\$675	7.8
R M-F 5:30P- 6:00P	2			3	\$28.85
<i>Rationale: OV:01.29.18-02.25.18 (COMSCORE-LO)</i>					
CHANNEL 7 NEWS @ 6:30PM	\$225	1	1	\$450	6.8
R M-F 6:30P- 7:00P	2			2	\$33.09
<i>Rationale: OV:01.29.18-02.25.18 (COMSCORE-LO)</i>					
NBA Finals Game One	\$845	1	-	\$845	8.7*
J THU 5:30A- 8:00P	1			1	\$97.13
<i>Rationale: OV:01.29.18-02.25.18 (COMSCORE-LO)</i>					

KRCR Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A2554R	21	\$4,165	121.40	\$34.31	44.21	2.75

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A2554R	21	\$4,165	121.40	\$34.31	44.21	2.75	45,879	103,776

Agency Commission:	Comm. %	Total	Net Cost
	15%	\$624.75	\$3,540.25

Dayparts: M - MORNING; J - SPORTS; T - LATE NEWS; R - EARLY NEWS

Client Signature: _____ Date: _____