

## 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] CAMPAIGN MANAGER

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Tom Newhouse

Printed Name

General Sales Manager

Title



# John Green for Sheriff

C# 3355343

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

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: \_\_\_\_\_