

# ORDER



**Orders**  
**Order / Rev:** 3467252  
**Alt Order #:**  
**Product Desc:** March 24  
**Estimate:**  
**Flight Dates:** 03/19/24 - 03/22/24  
**Original Date / Rev:** 03/18/24 / 03/18/24  
**Order Type:** NORMAL

**KNOE**  
**Primary AE:** Monroe House  
**Sales Office:** MONL  
**Sales Region:** Local

**Agency Name:** Rodney McFarland Sr Monroe City Co  
**Buying Contact:**  
**Billing Contact:**  
 1017 Ouachita Ave  
 Monroe, LA 71201

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

**Advertiser Name:** Rodney McFarland Sr Monroe City Co  
**Demographic:** HH  
**Product Codes:** Candidate - Local - City Council  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P-05

**New Business End:**  
**Advertiser External ID:** 630070  
**Agency External ID:** 202312  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/22/24	14	\$2,800.00	\$2,380.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	14	\$2,800.00	\$2,380.00	0.00
<b>Totals</b>	<b>14</b>	<b>\$2,800.00</b>	<b>\$2,380.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Monroe House	MONL	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	KNOE	03/19/24	03/22/24	Good Morning Ark-La-Mi&M Good Morning Ark-La-Miss	CM	5a-7a	-----	:30	0	\$100.00	P-05	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/18/24	03/24/24	-2121--		6		\$100.00		0.00					
N 2	KNOE	03/19/24	03/22/24	TV8 report @ 6p TV8 report @ 6p	CM	5:59 PM-6:30 PM (5:59 PM-6:30 PM)	-----	:30	0	\$350.00	P-05	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/18/24	03/24/24	-1-----		1		\$350.00		0.00					
N 3	KNOE	03/19/24	03/22/24	TV8 report @ 6p TV8 report @ 6p	CM	5:59 PM-6:30 PM (5:59 PM-6:30 PM)	-----	:30	0	\$400.00	P-05	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/18/24	03/24/24	--1----		1		\$400.00		0.00					
N 4	KNOE	03/19/24	03/22/24	TV8 Noon Report TV8 Noon Report	CM	12p-1230p	-----	:30	0	\$300.00	P-05	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/18/24	03/24/24	-11----		2		\$300.00		0.00					
N 5	KNOE	03/19/24	03/22/24	CBS Late Show Late Show	CM	10:35 PM-11:05 PM (10:35 PM-11:05 PM)	-----	:30	0	\$75.00	P-05	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/18/24	03/24/24	--1----		1		\$75.00		0.00					
N 6	KNOE	03/19/24	03/22/24		CM	7a-9a	-----	:30	0	\$75.00	P-05	0.00	NM	1	\$75.00

Order / Rev: 3467252  
 Alt Order #:  
 Flight Dates: 03/19/24 - 03/22/24

Advertiser: Rodney McFarland Sr Monroe City Coun  
 Product Desc: March 24  
 Estimate:  
 KNOE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS Mornings											
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/18/24	03/24/24	---1---		1				\$75.00		0.00			
N 7	KNOE	03/19/24	03/22/24	M-F TV8 Report @ 10p	CM	10p-1035p	-----	:30	0	\$350.00	P-05	0.00	NM	2	\$700.00
				M-F TV8 Report @ 10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/18/24	03/24/24	---11--		2				\$350.00		0.00			
													Totals	14	\$2,800.00

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Rodney McFarland, Sr., hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE** ➔

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Rodney McFarland

Authorized committee:

Committee to Elect Rodney McFarland, Sr.

Agency requesting time (and contact information):

 N/A

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

Monroe City Council District 4

Date of election:

March 23, 2024

 General

 Primary

Treasurer of candidate's authorized committee:

Rodney McFarland

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.**

Candidate/Committee/Agency	Station Representative
Signature: <u>Rodney McFarland, Sr.</u>	Signature: <u>[Signature]</u>
Name: <u>Rodney McFarland, Sr.</u>	Name: <u>Laura Hong</u>
Date of Request to Purchase Ad Time: <u>3-18-24</u>	Date of Station Agreement to Sell Time: <u>3-18-24</u>

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 3-18-24

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <u>3467252</u>	Station Call Letters: <u>KNOE</u>	Date Received/Requested: <u>3-18-24</u>
Est. #: <u>March 24</u>	Station Location: <u>Monroe / El Dorado</u>	Run Start and End Dates: <u>3-19-24 to 3-22-24</u>

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

*I'm Rodney McFarland, Sr. and I am running for Monroe City Council District 4. District 4 deserves experience and proven leadership. I will be the Peoples Voice.*