

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:

KMJ-AM & FM / Fresno

Date:

07/02/19

I, Mark Scozzaribeing/on behalf of: Lawrence Garcia, a legallyqualified candidate of the non-partisan politicalparty for the office of: Fresno City Council, District 2in the specialelection to be held on: August 13th, 2019

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 SCHEDULE > > > > >					

Total Charges:

**\$2,610 (gross) - \$391.50 (15% political discount) =
\$2,218.50 (net)**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

→ N/A

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

→ Lawrence Garcia for Fresno City Council

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:

→ Don Milligan EA

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

→ 7/2/2019 M. Scogni
Date Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

DAVE CAMPBELL
Signature

DAVE CAMPBELL
Printed Name

ACCT EXEC
Title

Lawrence Garcia Fresno City Council



From: Dave Campbell
 Phone: (559) 490-5952
 Email: dave.campbell@cumnus.com
 7/1/2019 1:33 PM

Flight Dates: 07/05/2019 - 07/15/2019

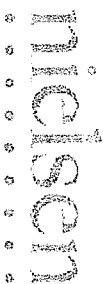
Demo: P 25+

Radio Market: FRESNO
 Survey: W119 SD
 Geography: Metro

Schedule Description:
 July 2019 Political Radio Campaign - Fresno City Council
 Special Election

Radio Total	Daypart	Daypart Code	Spots	Roll	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Length	Unit Rate	Total Cost	Average Rating
KL-AM			66.0		12.0	6.0	6.0	6.0	12.0	12.0	12.0		\$39.55	\$2,610.00	0.4%
			33.0		6.0	3.0	3.0	3.0	6.0	6.0	6.0		\$69.09	\$2,280.00	0.7%
Flight Dates															
			9.0						3.0	3.0	3.0		\$43.33	\$390.00	0.6%
7/1/19			9.0						3.0	3.0	3.0		\$43.33	\$390.00	0.6%
	M-F 6A-10A		1.0						1.0			60	\$100.00	\$100.00	1.4%
	M-F 10A-3P		1.0						1.0			60	\$100.00	\$100.00	0.9%
	M-F 3P-7P		1.0						1.0			60	\$100.00	\$100.00	0.6%
	Sa 6A-7P		3.0							3.0		60	\$15.00	\$45.00	0.5%
	Su 11A-7P		3.0								3.0	60	\$15.00	\$45.00	0.3%
Flight Dates															
			21.0		3.0	3.0	3.0	3.0	3.0	3.0	3.0		\$75.71	\$1,590.00	0.8%
7/8/19			21.0		3.0	3.0	3.0	3.0	3.0	3.0	3.0		\$75.71	\$1,590.00	0.8%
	M-F 6A-10A		5.0		1.0	1.0	1.0	1.0	1.0			60	\$100.00	\$500.00	1.4%
	M-F 10A-3P		5.0		1.0	1.0	1.0	1.0	1.0			60	\$100.00	\$500.00	0.9%
	M-F 3P-7P		5.0		1.0	1.0	1.0	1.0	1.0			60	\$100.00	\$500.00	0.6%
	Sa 6A-7P		3.0							3.0		60	\$15.00	\$45.00	0.5%
	Su 11A-7P		3.0								3.0	60	\$15.00	\$45.00	0.3%
Flight Dates															
7/15/19			3.0		3.0								\$100.00	\$300.00	0.9%
	M-F 6A-10A		3.0		3.0								\$100.00	\$300.00	0.9%
			1.0		1.0							60	\$100.00	\$100.00	1.4%

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio Information: FRESNO - W119 SD, Metro. Multiple Dayparts Used: P 25+ See Detailed Sourcing Page for Complete Details.
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Lawrence Garcia Fresno City Council



From: Dave Campbell
 Phone: (559) 490-5952
 Email: dave.campbell@cunulus.com
 7/1/2019 1:33 PM

	Daypart	Daypart Code	Spots	Rot	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Length	Unit Rate	Total Cost	Average Rating
KU-M (continued)															
	M-F 10A-3P		1.0		1.0							60	\$100.00	\$100.00	0.9%
	M-F 3P-7P		1.0		1.0							60	\$100.00	\$100.00	0.6%
KU-M Stream			33.0		6.0	3.0	3.0	3.0	6.0	6.0	6.0		\$10.00	\$330.00	0.0%
Flight Dates															
			9.0						3.0	3.0	3.0		\$10.00	\$90.00	0.0%
7/1/19			9.0						3.0	3.0	3.0		\$10.00	\$90.00	0.0%
	M-F 6A-7P		3.0						3.0			60	\$10.00	\$30.00	--
	Sa-Su 6A-7P		6.0							3.0	3.0	60	\$10.00	\$60.00	--
Flight Dates															
			21.0		3.0	3.0	3.0	3.0	3.0	3.0	3.0		\$10.00	\$210.00	0.0%
7/8/19			21.0		3.0	3.0	3.0	3.0	3.0	3.0	3.0		\$10.00	\$210.00	0.0%
	M-F 6A-7P		15.0		3.0	3.0	3.0	3.0	3.0			60	\$10.00	\$150.00	--
	Sa-Su 6A-7P		6.0							3.0	3.0	60	\$10.00	\$60.00	--
Flight Dates															
			3.0		3.0								\$10.00	\$30.00	0.0%
7/15/19			3.0		3.0								\$10.00	\$30.00	0.0%
	M-F 6A-7P		3.0		3.0							60	\$10.00	\$30.00	--

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This report was created in TAPSCAN using the following Radio Information: FRESNO, WI19 SD, Metro Multiple Dayparts Used P 25+. See Detailed Sourcing Page for Complete Details.

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Lawrence Garcia Fresno City Council



From: Dave Campbell
 Phone: (559) 480-5952
 Email: dave.campbell@cumulus.com
 7/1/2019 1:33 PM

Schedule Grand Totals: 3 Weeks

Stations	Spots	Rot	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost
Radio Total	56.0		12.0	6.0	6.0	6.0	12.0	12.0	12.0	\$39.65	\$2,610.00	0.4%	\$108.98	25.1	100%	100%
KMAM	33.0		6.0	3.0	3.0	3.0	6.0	6.0	6.0	\$69.09	\$2,280.00	0.7%	\$90.84	25.1	100%	87%
KMAM Stream	33.0		6.0	3.0	3.0	3.0	6.0	6.0	6.0	\$10.00	\$330.00	0.0%	\$0.00	0.0	0%	13%

2019 Political Radio Campaign - Fresno City Council Board Special Election
 \$2,610 (gross) - \$391.50 (15% political discount) = \$2,218.50 (net)

Pricing & inventory availability can change without notice on a daily basis.

Questions??? Don't hesitate to contact your KMAM rep Dave Campbell at 559-480-5952 or via e-mail at dave.campbell@cumulus.com.

Cumulus Media does not discriminate on the basis of race, sex, or ethnicity in the placement, scheduling and completion of purchase of advertising. Any order for advertising that includes any such restriction will not be accepted.

Accepted by Station

Date

[Signature]

7/1/2019

Accepted By Client

Date

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.
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ORDER

Orders	Order / Rev:	<u>201135</u>		
	Alt Order #:	<u></u>		
	Product Desc:	<u>July 2019 Fresno City Council Special El</u>		
	Estimate:	<u></u>		KMJ-AM/FM
	Flight Dates:	<u>07/05/19 - 07/21/19</u>	Primary AE:	<u>Dave Campbell</u>
	Original Date / Rev:	<u>07/02/19 / 07/02/19</u>	Sales Office:	<u>L-FRE</u>
	Order Type:	<u>GENERAL</u>	Sales Region:	<u>Local</u>
Agency	Name:	<u>Scozzari Company, The</u>		
	Buying Contact:	<u></u>	Billing Type:	<u>Cash</u>
	Billing Contact:	<u></u>	Billing Calendar:	<u>Broadcast</u>
		<u>3198 Willow Ave</u>	Billing Cycle:	<u>EOM/EOC</u>
		<u>Clovis, CA 93612</u>	Agency Commission:	<u>15%</u>
Advertiser	Name:	<u>Garcia//City Council</u>		
	Demographic:	<u>A35-64</u>	New Business Thru:	<u></u>
	Product Codes:	<u>Candidates</u>	Advertiser External ID:	<u></u>
	Revenue Code 1:	<u>AGY-AVAIL</u>	Agency External ID:	<u></u>
	Revenue Code 2:	<u>POL-CAND</u>	Unit Code:	<u>General</u>
	Revenue Code 3:	<u>POL-LR</u>		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/01/19	07/15/19	33	\$2,280.00	\$1,938.00	July 2019	33	\$2,280.00	\$1,938.00	0.00
					Totals	33	\$2,280.00	\$1,938.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Campbell	L-FRE	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	KMJA	07/05/19	07/05/19	M-F AM Drive M-F	CM	6a-10a	----1--	1:00	1	\$100.00	P-50	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/01/19	07/07/19	----1--		1		\$100.00		0.00					
N 2	KMJA	07/05/19	07/05/19	M-F Midday M-F	CM	10a-3p	----1--	1:00	1	\$100.00	P-50	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/01/19	07/07/19	----1--		1		\$100.00		0.00					
N 3	KMJA	07/05/19	07/05/19	M-F PM Drive M-F	CM	3p-7p	----1--	1:00	1	\$100.00	P-10C	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/01/19	07/07/19	----1--		1		\$100.00		0.00					
N 4	KMJA	07/06/19	07/06/19	Sa-Su Prime Sa-Su	CM	6a-7p	-----3-	:01	3	\$15.00	P-60	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/01/19	07/07/19	-----3-		3		\$15.00		0.00					
N 5	KMJA	07/07/19	07/07/19	Sa-Su Prime Sa-Su	CM	11:00 AM-7:00 PM (11:00 AM-7:00 PM)	-----3	1:00	3	\$15.00	P-10C	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/01/19	07/07/19	-----3		3		\$15.00		0.00					
N 6	KMJA	07/08/19	07/12/19	M-F AM Drive M-F	CM	6a-10a	11111--	1:00	5	\$100.00	P-50	0.00	NM	5	\$500.00

Order / Rev: 201135
 Alt Order #:
 Flight Dates: 07/05/19 - 07/21/19

Advertiser: Garcia/I/City Council
 Product Desc: July 2019 Fresno City Council Special El
 Estimate: KMJ-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: 07/08/19		07/08/19	07/14/19	11111--					5	\$100.00		0.00			
N 7	KMJA	07/08/19	07/12/19	M-F Midday M-F	CM	10a-3p	11111--	1:00	5	\$100.00	P-10C	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	11111--					5	\$100.00		0.00			
N 8	KMJA	07/08/19	07/12/19	M-F PM Drive M-F	CM	3p-7p	11111--	1:00	5	\$100.00	P-50	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	11111--					5	\$100.00		0.00			
N 9	KMJA	07/13/19	07/13/19	Sa-Su Prime Sa-Su	CM	6a-7p	-----3-	1:00	3	\$15.00	P-60	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	-----3-					3	\$15.00		0.00			
N 10	KMJA	07/14/19	07/14/19	Sa-Su Prime Sa-Su	CM	11:00 AM-7:00 PM (11:00 AM-7:00 PM)	-----3	1:00	3	\$15.00	P-60	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	-----3					3	\$15.00		0.00			
N 11	KMJA	07/15/19	07/15/19	M-F AM Drive M-F	CM	6a-10a	1-----	1:00	1	\$100.00	P-50	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/21/19	1-----					1	\$100.00		0.00				
N 12	KMJA	07/15/19	07/15/19	M-F Midday M-F	CM	10a-3p	1-----	1:00	1	\$100.00	P-50	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/21/19	1-----					1	\$100.00		0.00				
N 13	KMJA	07/15/19	07/15/19	M-F PM Drive M-F	CM	3p-7p	1-----	1:00	1	\$100.00	P-50	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/21/19	1-----					1	\$100.00		0.00				
													Totals	33	\$2,280.00

