

**CONTRACT**

**KORO-TV**  
**102 N Mesquite Street**  
**Corpus Christi, TX 78401**  
**(361) 883-2823**

<u>Contract / Revision</u> 79868 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/17/14 - 11/03/14		<u>Estimate #</u> 7509
<u>Advertiser</u> Mary Helen Berlanga Nueces County Judge		<u>Original Date / Revision</u> 10/17/14 / 10/17/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KORO-TV	<u>Account Executive</u> Corpus Christi House	<u>Sales Office</u> Corpus Christi
<u>Special Handling</u>		
<u>Demographic</u> Adults 18-49		
		<u>Total Ratings</u> 52.10
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**La Lisa Hernandez**  
**434 Villa Drive**  
**Corpus Christi, TX 78408**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KORO	10/17/14	11/03/14	Despierta America	6a-10a M-F		:30				NM	6	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/13/14	10/19/14	-----				0	\$0.00	0.00			
	Week:	10/20/14	10/26/14	MTWTF--				2	\$80.00	2.30			
	Week:	10/27/14	11/02/14	MTWTF--				3	\$80.00	2.30			
	Week:	11/03/14	11/09/14	M-----				1	\$80.00	2.30			
N 2	KORO	10/17/14	11/03/14	Daytime M-F Hour 2	10a-11a		:30				NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/13/14	10/19/14	-----				0	\$0.00	0.00			
	Week:	10/20/14	10/26/14	MTWTF--				1	\$90.00	1.30			
	Week:	10/27/14	11/02/14	-----				0	\$0.00	0.00			
	Week:	11/03/14	11/09/14	-----				0	\$0.00	0.00			
N 3	KORO	10/17/14	11/03/14	Daytime M-F Hour 6	2p-3p		:30				NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/13/14	10/19/14	-----				0	\$0.00	0.00			
	Week:	10/20/14	10/26/14	MTWTF--				1	\$60.00	0.60			
	Week:	10/27/14	11/02/14	MTWTF--				1	\$60.00	0.60			
	Week:	11/03/14	11/09/14	M-----				1	\$60.00	0.60			
N 4	KORO	10/17/14	11/03/14	5p Local News	5p-530p		:30				NM	3	\$645.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/13/14	10/19/14	-----				0	\$0.00	0.00			
	Week:	10/20/14	10/26/14	MTWTF--				1	\$215.00	2.70			
	Week:	10/27/14	11/02/14	MTWTF--				1	\$215.00	2.70			
	Week:	11/03/14	11/09/14	M-----				1	\$215.00	2.70			
N 5	KORO	10/17/14	11/03/14	M-F Prime B	7p-8p		:30				NM	3	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/13/14	10/19/14	-----				0	\$0.00	0.00			
	Week:	10/20/14	10/26/14	MTWTF--				1	\$260.00	4.30			
	Week:	10/27/14	11/02/14	MTWTF--				1	\$260.00	4.30			
	Week:	11/03/14	11/09/14	M-----				1	\$260.00	4.30			
N 6	KORO	10/17/14	11/03/14	10p Local news	10p-1035p		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/13/14	10/19/14	-----				0	\$0.00	0.00			
	Week:	10/20/14	10/26/14	MTWTF--				1	\$225.00	3.50			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at [www.entravision.com/termsandservices](http://www.entravision.com/termsandservices), constitutes a legally binding and enforceable agreement between Entravision and the client listed above.



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**(361) 883-2823**

<u>Contract / Revision</u>		<u>Alt Order #</u>
79868 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/17/14 - 11/03/14		7509
<u>Advertiser</u>		<u>Original Date / Revision</u>
Mary Helen Berlanga Nue		10/17/14 / 10/17/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	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:		10/27/14	11/02/14	MTWTF--				1	\$225.00	3.50			
Week:		11/03/14	11/09/14	M-----				1	\$225.00	3.50			
N 7	KORO	10/17/14	11/03/14	Early Fringe Sat Hour 3.2	530p-6p		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	-----S-				1	\$115.00	0.70			
Week:		10/20/14	10/26/14	-----				0	\$0.00	0.00			
Week:		10/27/14	11/02/14	-----				0	\$0.00	0.00			
Week:		11/03/14	11/09/14	-----				0	\$0.00	0.00			
N 8	KORO	10/17/14	11/03/14	Sa Prime A	6p-7p		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	-----S-				1	\$140.00	0.50			
Week:		10/20/14	10/26/14	-----				0	\$0.00	0.00			
Week:		10/27/14	11/02/14	-----				0	\$0.00	0.00			
Week:		11/03/14	11/09/14	-----				0	\$0.00	0.00			
N 9	KORO	10/17/14	11/03/14	Sa Prime Rotator	7:00 PM-10:00 PM		:30				NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	-----S-				1	\$190.00	2.40			
Week:		10/20/14	10/26/14	-----				0	\$0.00	0.00			
Week:		10/27/14	11/02/14	-----				0	\$0.00	0.00			
Week:		11/03/14	11/09/14	-----				0	\$0.00	0.00			
N 10	KORO	10/17/14	11/03/14	Early Fringe Su Hour 3.2	530p-6p		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	-----S				1	\$140.00	0.00			
Week:		10/20/14	10/26/14	-----				0	\$0.00	0.00			
Week:		10/27/14	11/02/14	-----				0	\$0.00	0.00			
Week:		11/03/14	11/09/14	-----				0	\$0.00	0.00			
N 11	KORO	10/17/14	11/03/14	Su Prime A	6p-7p		:30				NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	-----S				1	\$165.00	0.10			
Week:		10/20/14	10/26/14	-----				0	\$0.00	0.00			
Week:		10/27/14	11/02/14	-----				0	\$0.00	0.00			
Week:		11/03/14	11/09/14	-----				0	\$0.00	0.00			
<b>Totals</b>										<b>52.10</b>		<b>24</b>	<b>\$3,600.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/26/14	12	\$1,760.00	(\$264.00)	\$1,496.00
10/27/14 - 11/03/14	12	\$1,840.00	(\$276.00)	\$1,564.00
<b>Totals</b>	<b>24</b>	<b>\$3,600.00</b>	<b>(\$540.00)</b>	<b>\$3,060.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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The following provision is a part of the Standard Terms & Conditions of all Entravision Communications Corporation advertising sales agreements effective as of March 1, 2011:

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. These services are subject to Entravision's Terms and Conditions of Advertising and Services, located at [www.entravision.com/termsandservices](http://www.entravision.com/termsandservices).



Mary Helen Berlanga

Proposal ID: 7509  
Schedule Date: 10/17/2014 - 11/3/2014  
Spot Length(s): :30

Author: Anita Saenz-Carvalho

Acct. Exec: Anita Saenz  
Phone #: 361-883-2823  
Email: asaenz@entravision.com

Flight Dates: 10/17/2014-11/3/2014									
Program Time	Spot Length	OC 17	OC 20	OC 27	NO 3	DMA P18-49 RTG	W k	Rate Spots	
<b>KORO</b>									
DESPT AMR-UNI	:30	--	2	3	1	2.3	3	\$80.00	6
GRPs/Impressions						13.8			
CPP/CPM						\$34.78			
Mo-Fr 6:00a-10:00a									
COMO-DICHO-UNI	:30	--	1	--	--	1.3	1	\$90.00	1
GRPs/Impressions						1.3			
CPP/CPM						\$69.23			
Mo-Fr 10:00a-11:00a									
MUJR-QUIERO AMARTE	:30	--	1	1	1	0.6	3	\$60.00	3
GRPs/Impressions						1.8			
CPP/CPM						\$100.00			
Mo-Fr 2:00p-3:00p									
NOTICIAS 28	:30	--	1	1	1	2.7	3	\$215.00	3
GRPs/Impressions						8.1			
CPP/CPM						\$79.63			
Mo-Fr 5:00p-5:30p									
NOVELA/MI CORAZON-UNI	:30	--	1	1	1	4.3	3	\$260.00	3
GRPs/Impressions						12.9			
CPP/CPM						\$60.47			
Mo-Fr 7:00p-8:00p									
NOTICIAS 28	:30	--	1	1	1	3.5	3	\$225.00	3
GRPs/Impressions						10.5			
CPP/CPM						\$64.29			
Mo-Fr 10:00p-10:30p									
NOTICIERO UNIVISION FDS	:30	1	--	--	--	0.7	1	\$115.00	1
GRPs/Impressions						0.7			
CPP/CPM						\$164.29			
Sat 5:30p-6:00p									
LA FAMILIA P. LUCHE	:30	1	--	--	--	0.5	1	\$140.00	1
GRPs/Impressions						0.5			
CPP/CPM						\$280.00			
Sat 6:00p-7:00p									



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 Spot Length(s): :30

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 Phone #: 361-883-2823  
 Email: asaenz@entravision.com

Flight Dates: 10/17/2014-11/3/2014

Program Time	Spot Length	DMA P18-49 RTG	OC 17	OC 20	OC 27	NO 3	W k s	Rate Spots
<b>KORO</b>								
SAB GN SAT-UNI	:30	2.4	1	--	--	--	1	\$190.00
GRPs/Impressions		2.4						1
CPP/CPM		\$79.17						
Sat 7:00p-10:00p								
NOT UNI FN-SUN	:30	0.0	1	--	--	--	1	\$140.00
GRPs/Impressions		0						1
CPP/CPM								
Sun 5:30p-6:00p								
AQUT-AH SU-UNI	:30	0.1	1	--	--	--	1	\$165.00
GRPs/Impressions		0.1						1
CPP/CPM		\$1,650.00						
Sun 6:00p-7:00p								

\$190

\$140

\$165

<b>Total Cost:</b>	\$3,600.00	<b>Signature</b>
<b>Agency Commission @ 15%</b>	\$540.00	
<b>Net Cost:</b>	\$3,060.00	

General Summary ( DMA P18-49 D.RTG )

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KORO	24	\$3,600.00	52.1	118.0	\$69.10	\$30.51	24.5	2.1	11.5	56,621	230,796

## 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:**

Univision 102 N. Mesquite

**Date:**

10-17-14

I, Mary Helen Berlanga,  
being/on behalf of: \_\_\_\_\_, a legally

qualified candidate of the Demo political

party for the office of: County Judge - Nueces Co.

in the Primary General

election to be held on: Nov. 4, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS attached				

**Total Charges:**

\$ 3060.00 net

## AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		as ordered			

**Total Charges:** \$3660.00

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Mary Helen Berlanga / LA WISA Hernandez  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **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.

☒ the **television** programming 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.

LA WISA Hernandez  
signature of candidate or authorized committee

LA WISA HERNANDEZ 17 Oct 14  
printed name date



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

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

Lauren H

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:

ELAINE CARTER

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).

**To Be Signed By Candidate or Authorized Committee**

12 Oct 14  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

A. Saenz  
Printed Name

SVP  
Title