

## 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**

<b>Station and Location:</b> <u>KAUZ</u>	<b>Date:</b> <u>10/22/18</u>
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I, Doegger Communications,  
 being/on behalf of: Mayor Stephen Santellana,  
 a legally qualified candidate of the N/A  
 political party for the office of: Mayor of Wichita Falls  
 in the 2018  
 election to be held on: NOV. 6, 2018

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**

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

Stephen Santellana Campaign Fund

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:

Sandy Berend

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**

10-22-18

Date

[Signature]

Signature

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

[Signature]

Signature

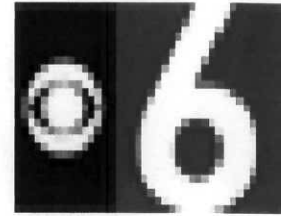
R. Hordt W. 9/18/17

Printed Name

LSM

Title

# ORDER



**KAUZ**

**Orders**  
**Order / Rev:** 2088323  
**Alt Order #:**  
**Product Desc:** Oct-Nov 2018  
**Estimate:**  
**Flight Dates:** 10/29/18 - 11/05/18  
**Original Date / Rev:** 10/25/18 / 10/25/18  
**Order Type:** Political

**Primary AE:** Local House  
**Sales Office:** WICH  
**Sales Region:** Local

**Agency Name:** Hoegger Communications  
**Buying Contact:** Stephanie Darland  
**Billing Contact:** Kathryn Koch  
 901 Indiana Street  
 Wichita Falls, TX 76301

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

**Advertiser Name:** POL/Santellana, Stephen/Mayor  
**Demographic:** A35+  
**Product Codes:** PL555  
**Revenue Code 1:** Agency  
**Revenue Code 2:** Political  
**Revenue Code 3:** Pol-Candidate  
**Priority:** P 3

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/31/18	15	\$2,250.00	\$1,912.50
11/01/18	11/05/18	15	\$1,770.00	\$1,504.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	15	\$2,250.00	\$1,912.50	0.00
November 2018	15	\$1,770.00	\$1,504.50	0.00
<b>Totals</b>	<b>30</b>	<b>\$4,020.00</b>	<b>\$3,417.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			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	KAUZ	11/05/18	11/05/18	LOC News M-F 6-7a LOC News M-F 6-7a	Comm	M-F 6-7a	M-----	:15/:15	1	\$45.00	P 3	0.00	BK	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/18	11/11/18	M-----		1		\$45.00		0.00					
N 2	KAUZ	10/29/18	11/05/18	NET CBS AM Network News CBS This Morning	Comm	M-F 7-9a	11111--	:15/:15	5	\$45.00	P 3	0.00	BK	6	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/18	11/04/18	11111--		5		\$45.00		0.00					
		Week: 11/05/18	11/11/18	1-----		1		\$45.00		0.00					
N 3	KAUZ	10/29/18	11/02/18	LOC News M-F 5-530p LOC News M-F 5-530p	Comm	M-F 5-530p	11111--	:15/:15	5	\$55.00	P 4	0.00	BK	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/18	11/04/18	11111--		5		\$55.00		0.00					
N 4	KAUZ	10/29/18	11/05/18	LOC News M-F 6-630p LOC News M-F 6-630p	Comm	M-F 6-630p	11111--	:15/:15	5	\$150.00	P 3	0.00	BK	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/18	11/04/18	11111--		5		\$150.00		0.00					
		Week: 11/05/18	11/11/18	1-----		1		\$150.00		0.00					
N 5	KAUZ	10/29/18	11/05/18	SYN M-F 630-7p SYN M-F 630-7p	Comm	M-F 630-7p	MTWTF--	:15/:15	3	\$350.00	P 3	0.00	BK	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Order / Rev: 2088323  
 Alt Order #:  
 Flight Dates: 10/29/18 - 11/05/18

Advertiser: POL/Santellana, Stephen/Mayor  
 Product Desc: Oct-Nov 2018  
 Estimate:  
**KAUZ**

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: 10/29/18	11/04/18	MTWTF--		3				\$350.00		0.00			
		Week: 11/05/18	11/11/18	M-----		1				\$350.00		0.00			
N 6	KAUZ	10/29/18	11/05/18	LOC Late News M-F	Comm	M-F 10-1035p	11111--	:15/:15	5	\$150.00	P 3	0.00	BK	6	\$900.00
				LOC Late News M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	11111--		5				\$150.00		0.00			
		Week: 11/05/18	11/11/18	1-----		1				\$150.00		0.00			
N 7	KAUZ	11/04/18	11/04/18	LOC News Sun 5:30-6p	Comm	Sun 5:30-6p	-----S	:15/:15	1	\$115.00	P 2	0.00	BK	1	\$115.00
				LOC News Sun 5:30-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----S		1				\$115.00		0.00			
N 8	KAUZ	11/04/18	11/04/18	LOC Late News Sun	Comm	Sun 10-10:35p	-----S	:15/:15	1	\$115.00	P 2	0.00	BK	1	\$115.00
				LOC Late News Sun											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----S		1				\$115.00		0.00			
													Totals	30	\$4,020.00



POL/Santellana, Stephen/Mayor-wk102918

Author: Richard Haddox

Proposal ID: 21507  
 Station: KAUZ  
 Schedule Date: 10/22/2018 - 11/5/2018  
 Advertiser: POL/Santellana, Stephen/Mayor  
 Product: PLS55  
 Agency: Hoegger Communications  
 Spot Length(s): :30

Acct. Exec: Richard Haddox  
 Phone #: 940-322-6957  
 Email: rhaddox@kauz.com

Flight Dates: 10/22/2018-11/5/2018

Program	Spot	OC	NO	CS-A18+	CS,RTG	RTG	W	Rate
Time	Length	29	5				k	Spots
							s	
<b>KAUZ</b>								
NEWSCHANNEL 6 THIS MORNING	:30	--	1	1.8			1	\$45.00
GRPs/Impressions				1.8			1	
CPP/CPM				\$25.00				
Mo-Fr 6:00a-7:00a								
CBS THIS MORNING	:30	5	1	2.1			2	\$45.00
GRPs/Impressions				12.6			6	
CPP/CPM				\$21.43				
Mo-Fr 7:00a-9:00a								
NEWSCHANNEL 6 AT 5P	:30	5	--	3.1			1	\$55.00
GRPs/Impressions				15.5			5	
CPP/CPM				\$17.74				
Mo-Fr 5:00p-5:30p								
NEWSCHANNEL 6 AT 6P	:30	5	1	5.3			2	\$150.00
GRPs/Impressions				31.8			6	
CPP/CPM				\$28.30				
Mo-Fr 6:00p-6:30p								
WHEEL OF FORTUNE	:30	3	1	7.8			2	\$350.00
GRPs/Impressions				31.2			4	
CPP/CPM				\$44.87				
Mo-Fr 6:30p-7:00p								
NEWSCHANNEL 6 AT 10	:30	5	1	3.7			2	\$150.00
GRPs/Impressions				22.2			6	
CPP/CPM				\$40.54				
Mo-Fr 10:00p-10:35p								
NEWSCHANNEL 6 AT PM-SUN	:30	1	--	2.7			1	\$115.00
GRPs/Impressions				2.7			1	
CPP/CPM				\$42.59				
Sun 5:30p-6:00p								
NEWSCHANNEL 6 AT 10-SUN	:30	1	--	4.0			1	\$115.00
GRPs/Impressions				4			1	
CPP/CPM				\$28.75				
Sun 10:00p-10:35p								



POL/Santellana, Stephen/Mayor-wk102918

Author: Richard Haddox

Proposal ID: 21507  
 Station: KAUZ  
 Schedule Date: 10/22/2018 - 11/5/2018  
 Advertiser: POL/Santellana, Stephen/Mayor  
 Product: PL555  
 Agency: Hoegger Communications  
 Spot Length(s): :30

Acct. Exec: Richard Haddox  
 Phone #: 940-322-6957  
 Email: rhaddox@kauz.com

	<b>Total Cost: \$4,020.00</b> <b>Agency Commission @ 15% \$603.00</b> <b>Net Cost: \$3,417.00</b>
Signature _____	

**General Summary (CS-A18+ CS.RTG)**

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	3+ Reach	Net Reach	Pop
KAUZ	30	\$4,020.00	121.8	175.5	\$33.00	\$22.91	60.0	2.0	27.9	85,836	143,000