

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> KMJ-AF	<b>Date:</b> 10/22/2018
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I, Screen Strategies Media  
do hereby request station time concerning the following issue:

Yes on P
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See Schedule			

This broadcast time will be used by: Yes on P

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Yes on P, 5380 N Fresno St, Suite 1, Fresno, CA 93710

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Ashley Swearengin

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

***TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)***

<u>10/22/2018</u>	<u></u>	<u></u>
Date	Signature	Contact Phone Number

***TO BE SIGNED BY STATION REPRESENTATIVE***

☐ Accepted

☐ Accepted in Part

☐ Rejected

<u></u>	<u></u>	<u></u>
Signature	Printed Name	Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

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

**Attach proposed schedule with charges (if available):** \$7,331.25

## 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 time the rate for spots "communicating a political matter of national importance" 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 and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

# Yes on P

Buy 2 Done OK



Station KMJ-AF  
Market Fresno  
Flight Dates 10/31/2018 - 11/6/2018 Revised (Est. 4915)

Buyer Max Drickey  
Email Max@screenstrategies.com  
Phone 703-272-7300

Program Name	DP	Days Length	Rate	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total
5:00 AM - 6:00 AM	AM	M-F 60	\$275.00 \$1,375.00	1	1	1			1	1	5
6:00 AM - 10:00 AM	AM	M-F 60	\$325.00 \$3,250.00	2	2	2			2	2	10
10:00 AM - 3:00 PM	MD	M-F 60	\$275.00 \$2,750.00	2	3	2			3		10
3:00 PM - 7:00 PM	PM	M-F 60	\$250.00 \$1,250.00	2	1	1			1		5
Station Totals			\$8,625.00	7	7	6	0	0	7	3	30

## Sales Order

Advertiser **Yes on Measure P**Agency **Screen Strategies**Bill To **Screen Strategies****11150 Fairfax Blvd., Suite 505****Fairfax, VA 22030**

Account

Executive **Colleen McCleerey**

Contract #

Estimate #

Description **Yes on P campaign 24th thru 30th**Stratus # **36753**Special  
InstructionsContact **Max Drickey 703-272-7300**New / Revision **New**Start Date **10/31/18**End Date **11/06/18**Month Type **Broadcast**Billing Cycle **Monthly**Agency Comm. **15.000**Co-op **No**

Co-op Product

Notarized **N**# of Invoices **1**Make Goods **Ask AE**Income Type **Political: Agency Issue/Non "Use" - 42100**Local Income Type **Political: Agency Issue/Non "Use" - 42100**Competitive Code **Political Advt#4792 Agcy#4793**Order Entered **10/23/18**

## Schedule

	Sponsor Log Name Revenue Types	Length Rate Line#	Start Date End Date	Start time End time	Auto Weekly	#/ Wk	M	T	W	T	F	S	S	Total
1	Yes on Measure P	60 275.00	10/31/18 11/06/18	5:00AM 6:00AM	N		1	1	1	1	1			1375.00 5 Spots
	Political: Agency Issue/Non "Use" - 42100 / Political: Agency Issue/Non "Use" - 42100	397193	All Weeks											
2	Yes on Measure P	60 325.00	10/31/18 11/06/18	6:00AM 10:00AM	N		2	2	2	2	2			3250.00 10 Spots
	Political: Agency Issue/Non "Use" - 42100 / Political: Agency Issue/Non "Use" - 42100	397194	All Weeks											
3	Yes on Measure P	60 275.00	10/31/18 11/06/18	10:00AM 3:00PM	N		3		2	3	2			2750.00 10 Spots
	Political: Agency Issue/Non "Use" - 42100 / Political: Agency Issue/Non "Use" - 42100	397195	All Weeks											
4	Yes on Measure P	60 250.00	10/31/18 11/06/18	3:00PM 7:00PM	N		1		2	1	1			1250.00 5 Spots
	Political: Agency Issue/Non "Use" - 42100 / Political: Agency Issue/Non "Use" - 42100	397196	All Weeks											

Nov 18 = 8625.00 / 7331.25

Dec 18 = 0.00 / 0.00

Jan 19 = 0.00 / 0.00

Feb 19 = 0.00 / 0.00

Mar 19 = 0.00 / 0.00

Apr 19 = 0.00 / 0.00

May 19 = 0.00 / 0.00

Jun 19 = 0.00 / 0.00

Jul 19 = 0.00 / 0.00

Aug 19 = 0.00 / 0.00

Sep 19 = 0.00 / 0.00

Oct 19 = 0.00 / 0.00

**Gross: 8625.00 Net: 7331.25 Total Due: 7331.25 30 Spots**

**Client Acceptance:** \_\_\_\_\_

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

**Account Executive:** 10/23/2018 6:21:45 PM by Colleen McCleerey

**Sales / Market Manager:** 10/23/2018 6:57:49 PM by Patty Hixson

**Business Manager:** 10/23/2018 7:01:29 PM by Tim Lyons

**Traffic Manager:** 10/23/2018 7:01:42 PM by ROB Emler

V 5.3

**ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO**