

# LAZER BROADCASTING ADVERTISING AGREEMENT

LA MEJOR NET	LAZER NETWORK	KSRN 107.7FM	KFOY 1160 AM	
KXSB 101.7 FM	KXLM 102.9 FM	KSRT 107.1 FM	KGRB 94.3 FM	CART #
KXRS 105.7 FM	KLJR 96.7 FM	KJOR 104.1 FM	KBBU 93.9 FM	ACCOUNT #
KBTW 104.5 FM	KOXR 910 AM/102.1 FM	KSBQ 1480 AM	KLMM 94.1 FM	ORDER DATE 3/20/2018
KCAL 1410 AM	KZER 1250 AM	KSMY 106.7 FM	KSTV TV CH 32	
KXSM 93.5 FM	KEAL 106.5 FM	KLUN 103.1 FM		
KMZR 92.5 FM	KXTT 94.9 FM	KSSB 100.9 FM		
KGAM 106.3 FM	KXZM 93.7 FM			

  

CLIENT NAME American Water Works Association	NEW CONTRACT <input checked="" type="checkbox"/>	REVISION	CANCELLATION	
AGENCY NAME	RETURNING ADVERTISER	NEW ADVERTISER <input checked="" type="checkbox"/>	NATIONAL	
ADDRESS 6666 West Quincy Ave.	LOCAL DIRECT <input checked="" type="checkbox"/>	LOCAL AGENCY	TRADE	
CITY Denver	STATE CO	CONTRACT DATES FROM 3/26/2018 TO 9/30/2018	ACCOUNT EXECUTIVE INHOUSE	
PHONE (303)734-3455	FAX	ZIP CODE 80235	PRODUCT TYPE PSA	
CONTACT NAME Amber Wilson	EMAIL awilson@awwa.org	Affidavits: <input checked="" type="checkbox"/>	Invoices: <input checked="" type="checkbox"/>	Scripts: <input checked="" type="checkbox"/>
		CALENDAR <input checked="" type="checkbox"/>	STD BROADCAST <input checked="" type="checkbox"/>	END ORDER

  

Line	Station	TIME PERIOD		FLIGHT DATES		SPOT LGTH	Priority Code	SPOT RATE	DAYS OF WEEK							No. Wks.	SPOTS P/WK	TOTAL DOLLARS	
		FROM	TO	FROM	TO				M	T	W	TH	F	Sa	Su				
1	KLMM	6A	6A	3/26/18	9/29/18	30		\$ -	1							1	1	2	0.00
2				9/30/18	9/30/18											1	1	1	0.00
3	KLUN	6A	6A	3/26/18	9/29/18	30		\$	1							1	1	2	0.00
4				9/30/18	9/30/18											1	1	1	0.00
5	KSMY	6A	6A	3/26/18	9/29/18	30		\$	1							1	1	2	0.00
6				9/30/18	9/30/18											1	1	1	0.00
7	KSBQ	6A	6A	3/26/18	9/29/18	30		\$	1							1	1	2	0.00
8				9/30/18	9/30/18											1	1	1	0.00
9																			0.00
10																			0.00
11																			0.00
12																			0.00
13																			0.00
14																			0.00
15																			0.00
16																			0.00
17																			0.00
18																			0.00
19																			0.00
20																			0.00

  

SPECIAL INSTRUCTIONS: 2DO FESTIVAL PARROQUIAL DE STA TERESA	GROSS TOTALS	Total Weeks	Total Spots	Total \$
		1	12	-
	LESS AGENCY COMMISSION			
Payment with Contract \$	Check #	TALENT FEE/OTHER ADDITIONS		
Payment Frequency: (Weekly/Monthly)	\$	NET TOTAL		
		\$0.00		

  

ADVERTISING POLICY: All bills to Advertiser shall be due and payable when rendered. Balances not paid after 30 days will incur a service charge of 1.5% per month. Advertiser agrees to pay all collection costs, including, but not limited to court costs, and attorney's fees. All program and advertising content is subject to approval by LAZER BROADCASTING CORPORATION (hereinafter "LAZER"). Although LAZER will try to accommodate "last minute" copy changes, it is agreed that LAZER is not bound to effect copy changes without receiving 2 working days prior notice. If for any reason LAZER fails to broadcast Advertiser's programs or announcements, Advertiser may elect to accept "make-goods" or credit his account. Advertiser shall have no other claim against LAZER for broadcast failures regardless of cause. Advertiser shall hold LAZER harmless against all liability for slander, libel, unfair competition or trade practices, false advertising, infringement of trademarks, trade names and copyrights resulting from Advertiser's broadcasts. Unless otherwise provided herein, this agreement may be terminated by either party by giving the other party 14 days prior written notice. If Advertiser so terminated, he will pay LAZER the rate earned in accordance with the rate card on which this agreement is based (short rate), rather than the rate contracted for. This contract shall not be binding until accepted by an authorized representative (sales manager) of LAZER. Under FCC regulations, Lazer Broadcasting Corporation cannot discriminate in advertising arrangements on the basis of race or ethnicity. Any provision in any advertising agreement entered into with an advertiser whose intent is to discriminate in such manner shall be null and void.

  

APPROVED BY CLIENT (SIGNATURE) X	DATE	ACCEPTED BY ACCOUNT EXECUTIVE (PRINT) X INHOUSE	(SIGNATURE)
PRINT NAME X	TITLE	APPROVED BY SALES MANAGER (PRINT) X GUILLERMO MALBURG	(SIGNATURE)

  

**Corporate Office - 200 S. "A" Street Suite 400 - Oxnard, CA 93030 - (805) 240-2070**

KXSB - 345 W. Fairway Blvd., Big Bear, CA 92314 - (909) 584-1069	KEAL KXST - 6901 McDivitt Dr., Ste. D - Bakersfield, CA 93313 - (661) 827-0113
KXRS - 2627 W. Florida Ave., Suite 109 - Hemet, CA 92345 - (951) 658-3208	KSRN KFOY - 1465 Terminal Way Suite 3 - Reno, NV 89502 - (775) 324-4819
KBTW - 125 E. Fredericks St., Barstow, CA 92311 - (760) 255-1316	KSRT KJOR - 5510 Skylane Blvd., #102 - Santa Rosa, CA 95403 - (707) 284-3069
KCAL - 1950 S. Sunwest Lane, Ste.302 - San Bernardino, CA 92408 - (909) 384-9750	KLMM KSBQ KSMY - 312 E. Mill St., Ste.302 - Santa Maria, CA 93454 - (805) 928-9796
KXSM - 600 E. Market St., Suite 200 - Salinas, CA 93905 - (831) 422-5019	KLUN - 1427 Pine St., Ste 3 - Paso Robles, CA 93446 - (805) 239-3571
KXZM - 777 N. First Street, Suite 200 - San Jose, CA 95112 - (408) 899-6331	KSSB - 251 W. Main Street, Ste O - Brawley, CA 92227 - (760) 344-5858
KZER - 5880 Hollister Ave. Goleta, CA 93117 - (805) 692-5089	KGRB KLMM KSTV - 298 Commerce Circle, Sacramento, CA 95815 - (916) 900-8629
KXLM KLJR KOXR - 200 S. "A" Street, Suite 400 - Oxnard, CA 93030 - (805) 240-2070	KBBU KBAA - 903 Kansas Ave., Suite R - Modesto, CA 95351 - (209) 284-0961
	KGAM KMZR - 510 19th Street - Merced, CA 95340 - (661)

  

<b>Originating Office Use Only:</b>	<b>Traffic Use Only:</b>
Verified Dates	Reviewed and Accepted by:
Verified Spot Rates	Entered by:
Arithmetic Checked	

Rev. 10/20/16



# Traffic & Production Order

Date 3/20/2016

Advertiser IN HOUSE PSA'S  
 New Order  Revision

Production Fee \_\_\_\_\_  
 Order # \_\_\_\_\_

Spot Title American Water Works

All Orders Must Include an End Date

AE HOUSE

Traffic Manager	Market	Station	Cart #	Start	End
RP	<b>Radio Lazer Network</b>				
OS	San Bernardino	KXSB-FM			
OS	San Bernardino	KXRS-FM			
RM	Victor Valley	KBTW-FM			
RM	Salinas	KXSM-FM			
RM	Salinas	KMLY-FM			
KH	San Jose	KXZM-FM			
OS	Merced	KMZR-FM			
RM	Modesto	KBBU-FM			
AM	Sacramento	KGRB-FM			
RP	Oxnard-Ventura	KXLM-FM			
RM	Santa Barbara	KZER-AM			
RM	Bakersfield	KEAL-FM			
OS	Reno	KSRN-FM			
AM	Santa Rosa	KSRT-FM			
AM	Santa Maria	KLMM-FM		3/26/18	9/30/18
AM	San Luis Obispo	KLUN-FM		3/26/18	9/30/18
RM	El Centro	KSSB-FM			
RP	<b>La Mejor Network</b>				
RP	Oxnard-Ventura	KLJR-FM			
RM	Bakersfield	KXTT-FM			
OS	Merced	KGAM-FM			
CS	Santa Maria/ Lompoc	KSMY-FM		3/26/18	9/30/18
AM	Santa Rosa	KJOR-FM			
RP	<b>La Mexicana Network</b>				
AM	Santa Maria	KSQB-AM		3/26/18	9/30/18
OS	San Bernardino	KCAL-AM			
RP	Oxnard-Ventura	KOXR-FM/AM			
OS	Reno/ Sparks	KFOY-AM			
AM	Sacramento	KLGM-FM			
SM	Sacramento	KSAO-TV			
SM	Sacramento	KSTV-TV			
<b>Rotation</b>			<b>(if less than 100%, see below)</b>		
<b>Product</b>					
<b>Est. #</b>					
<b>ISCI Code</b>					

# of Commercials :60 \_\_\_ :30 1 :20 \_\_\_ :15 \_\_\_

LIVE \_\_\_ Other :0min

Spec Spot YES \_\_\_ NO X

Translation Needed YES \_\_\_ NO X

Talent Request  
 Male \_\_\_ Female \_\_\_

Sound Effects \_\_\_\_\_

Delivery Type Script/Tag \_\_\_ In House \_\_\_ mp3 X

DG Fast Channel \_\_\_ Filmcore \_\_\_ Email \_\_\_

First Spin \_\_\_ Sling Spot \_\_\_ CD \_\_\_

Yousendit \_\_\_ SendSpace \_\_\_ Other \_\_\_

Web Link/ FTP Site \_\_\_\_\_

Block Programming \_\_\_\_\_ Start Time \_\_\_\_\_

1/2 Hr \_\_\_ 1 Hr \_\_\_ Other \_\_\_

TV Shoot Information \_\_\_\_\_

Shoot Date \_\_\_\_\_ Shoot Time \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Client Approval \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Phone \_\_\_\_\_

Client Email \_\_\_\_\_

Date Needed \_\_\_\_\_

Time Needed \_\_\_\_\_

Spot Title/ ISCI CODE	Cart #	Length	Rotation	Station(s)	Start Date	End Date

Special Instructions PSA Audio attached

\*Please allow 48 hours for quality Production\*

Production Department Use Only	Traffic Department Use Only
Date Completed _____	Date Completed _____
Producer _____	Traffic Director _____
<b>Traffic Managers</b>	
RP- Rosa Pena rosap@radiolazer.com	OS-Oscar Sandavol oscar@radiolazer.com
KH-Kim Herrera kherrera@radiolazer.com	RM-Rebeca Marquez rmarquez@radiolazer.com
CS-Cynthia Salcido csalcido@radiolaer.com	AM-Amanda Michael amichael@radiolazer.com
	SM-Sylvia Martinez smartinez@radiolazer.com



**American Water Works  
Association**

*Dedicated to the World's Most Important Resource™*

March 20, 2018

Dear Public Affairs Director,

We depend on our drinking water supply daily, but where does that water come from?

Your water provider encourages you to get to know your local water source, so together, we can protect and preserve it.

Protecting our local water source now ensure we have a sustainable drinking water supply for the future.

Please help us maintain public awareness about the importance of water service by airing our :30 English and/or Spanish Radio PSAs from March 20, 2018-September 30, 2018. See scripts below.

For more information, please visit [www.DrinkTap.org](http://www.DrinkTap.org).

Thank you for your help, and please don't hesitate to contact me or visit our website should you have any questions.

Thank you,

Amber Wilson, Communications Specialist  
American Water Works Association  
6666 West Quincy Ave  
Denver, CO 80235  
Direct Line: 303-734-3455  
Email: [awilson@awwa.org](mailto:awilson@awwa.org)  
[www.awwa.org](http://www.awwa.org)

**English Script**

We depend on our drinking water supply daily – but where does that water come from?

Your water provider encourages you to get to know your local water source, so together, we can protect and preserve it.

The investments we make as a community to protect our water source now ensure we have a sustainable drinking water supply for the future. Visit [DrinkTap.org](http://DrinkTap.org) to learn more.

This message is brought to you by the American Water Works Association and your local water provider.

**Spanish Script**

Diariamente, contamos con nuestro suministro de agua potable – pero, ¿de dónde proviene esa agua?

Su proveedor de agua lo invita a conocer su fuente de agua local para que juntos podamos protegerla y preservarla.

Las inversiones que hoy realizamos como comunidad para proteger nuestra fuente de agua aseguran un suministro de agua potable sostenible en el futuro. Para conocer más, visite [DrinkTap.org](http://DrinkTap.org).

Este mensaje es patrocinado por la American Water Works Association y su proveedor local de agua.