

Order #580716: Sadler Str../Family Far../Prop 15/2428

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
09/11/20 10:24:51 AM	Processed		<async process>	Sydney Tc	\$52,840.00	185	0.00
09/11/20 9:00:53 AM	Approved			Tim Lyons	\$52,840.00	185	0.00
09/11/20 9:00:49 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Tim Lyons	\$52,840.00	185	0.00
09/11/20 8:55:27 AM	Approval Workflow		[Sales Manager - Ready Default]	Patty Hixs	\$52,840.00	185	0.00
09/11/20 8:03:58 AM	Ready for approval		ready	Amanda A	\$52,840.00	185	0.00
09/11/20 8:02:00 AM	New order created		Imported EC Order	Amanda A	\$52,840.00	185	0.00

[Sorted by: Date]

ORDER

Orders
Order / Rev: 580716
Alt Order #: 34329403
Product Desc: Prop 15
Estimate: 2428
Flight Dates: 09/14/20 - 11/01/20
Original Date / Rev: 09/11/20 / 09/11/20
Order Type: GENERAL
Primary AE: Katz Los Angeles
Sales Office: K-7.5
Sales Region: N-Katz75
KMJ-AM/FM

Agency Name: Sadler Strategic Media
Buying Contact:
Billing Contact:
 12103 Viewcrest Road
 Studio City, CA 91604
Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Family Farmers Against Prop 15
Demographic: A35+
Product Codes: Issues/Propositions
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-ISS
Revenue Code 3: POL-STATE
Priority: P-100
New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:25:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/20	09/27/20	60	\$16,690.00	\$14,186.50
09/28/20	10/25/20	100	\$28,920.00	\$24,582.00
10/26/20	11/01/20	25	\$7,230.00	\$6,145.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	60	\$16,690.00	\$14,186.50	0.00
October 2020	100	\$28,920.00	\$24,582.00	0.00
November 2020	25	\$7,230.00	\$6,145.50	0.00
Totals	185	\$52,840.00	\$44,914.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Los Angeles			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	09/14/20	11/01/20	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	MTWTF--	1:00	8	\$350.00	P-10	0.00	NM	51	\$17,850.00
AM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/20	09/20/20	MTWTF--		8				\$350.00		0.00			
		Week: 09/21/20	09/27/20	MTWTF--		8				\$350.00		0.00			
		Week: 09/28/20	10/04/20	MTWTF--		7				\$350.00		0.00			
		Week: 10/05/20	10/11/20	MTWTF--		7				\$350.00		0.00			
		Week: 10/12/20	10/18/20	MTWTF--		7				\$350.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--		7				\$350.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		7				\$350.00		0.00			
N 2	KMJA	09/14/20	11/01/20	M-F Midday M-F	CM	10:00 AM-3:00 PM	MTWTF--	1:00	8	\$350.00	P-10	0.00	NM	51	\$17,850.00
MD -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/14/20	09/20/20	MTWTF--		8				\$350.00		0.00			
		Week: 09/21/20	09/27/20	MTWTF--		8				\$350.00		0.00			
		Week: 09/28/20	10/04/20	MTWTF--		7				\$350.00		0.00			
		Week: 10/05/20	10/11/20	MTWTF--		7				\$350.00		0.00			
		Week: 10/12/20	10/18/20	MTWTF--		7				\$350.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--		7				\$350.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		7				\$350.00		0.00			

Order / Rev: 580716
 Alt Order #: 34329403
 Flight Dates: 09/14/20 - 11/01/20

Advertiser: Family Farmers Against Prop 15
 Product Desc: Prop 15
 Estimate: 2428
 KMJ-AM/FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KMJA	09/14/20	11/01/20	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	MTWTF--	1:00	8	\$300.00	P-10	0.00	NM	51	\$15,300.00
PM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/14/20	09/20/20	MTWTF--					8	\$300.00		0.00			
	Week:	09/21/20	09/27/20	MTWTF--					8	\$300.00		0.00			
	Week:	09/28/20	10/04/20	MTWTF--					7	\$300.00		0.00			
	Week:	10/05/20	10/11/20	MTWTF--					7	\$300.00		0.00			
	Week:	10/12/20	10/18/20	MTWTF--					7	\$300.00		0.00			
	Week:	10/19/20	10/25/20	MTWTF--					7	\$300.00		0.00			
	Week:	10/26/20	11/01/20	MTWTF--					7	\$300.00		0.00			
N 4	KMJA	09/19/20	11/01/20	Sa-Su Prime Sa-Su	CM	10:00 AM-7:00 PM (10:00 AM-7:00 PM)	-----S-	1:00	3	\$65.00	P-10	0.00	NM	16	\$1,040.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/19/20	09/25/20	-----S-					3	\$65.00		0.00			
	Week:	09/26/20	10/02/20	-----S-					3	\$65.00		0.00			
	Week:	10/03/20	10/09/20	-----S-					2	\$65.00		0.00			
	Week:	10/10/20	10/16/20	-----S-					2	\$65.00		0.00			
	Week:	10/17/20	10/23/20	-----S-					2	\$65.00		0.00			
	Week:	10/24/20	10/30/20	-----S-					2	\$65.00		0.00			
	Week:	10/31/20	11/06/20	-----S-					2	\$65.00		0.00			
N 5	KMJA	09/20/20	11/01/20	Sa-Su Prime Sa-Su	CM	10:00 AM-7:00 PM (10:00 AM-7:00 PM)	-----S	1:00	3	\$50.00	P-10	0.00	NM	16	\$800.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/20/20	09/26/20	-----S					3	\$50.00		0.00			
	Week:	09/27/20	10/03/20	-----S					3	\$50.00		0.00			
	Week:	10/04/20	10/10/20	-----S					2	\$50.00		0.00			
	Week:	10/11/20	10/17/20	-----S					2	\$50.00		0.00			
	Week:	10/18/20	10/24/20	-----S					2	\$50.00		0.00			
	Week:	10/25/20	10/31/20	-----S					2	\$50.00		0.00			
	Week:	11/01/20	11/07/20	-----S					2	\$50.00		0.00			
Totals													185	\$52,840.00	

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sheri Sadler, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:		
Agency name: Sadler Strategic Media		
Address: 12103 Viewcrest Road		
Contact: Sheri Sadler	Phone number: 818-506-5443	Email: sheri@sadlerstrategic.com
Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):		
Name: SEE LETTER OF AUTHORIZATION		
Address:		
Contact:	Phone number:	Email:
Station is authorized to announce the time as paid for by such person or entity.		
List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):		
SEE LETTER OF AUTHORIZATION		
By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).		
If ad refers to a federal candidate(s) or federal election, list ALL of the following:		<input type="checkbox"/> N/A
Name(s) of every candidate referred to: SEE LETTER OF AUTHORIZATION		
Office(s) sought by such candidate(s) (no acronyms or abbreviations): SEE LETTER OF AUTHORIZATION		
Date of election:		
Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:		<input type="checkbox"/> N/A
SEE LETTER OF AUTHORIZATION		

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Sheri Sadler</i>	Signature: <i>[Signature]</i>
Name: Sheri Sadler	Name: <i>TIMOTHY LYONS</i>
Date of Request to Purchase Ad Time: <i>9/11/20</i>	Date of Station Agreement to Sell Time: <i>9/11/20</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *9/11/20*

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:
 Accepted
 Accepted IN PART (e.g., ad not received to determine content)*
 Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <i>34329403</i>	Station Call Letters: <i>KMS AM / FM</i>	Date Received/Requested: <i>9/11/20</i>
Est. #: <i>2428</i>	Station Location: <i>FRESNO, CA</i>	Run Start and End Dates: <i>9/14/20 - 11/1/20</i>

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

LETTER OF AUTHORIZATION

Family Farmers Against Prop 15 - Stop Higher Food Taxes
2600 River Plaza Drive
Sacramento, CA 95833

August 31, 2020

Sheri Sadler
Sadler Strategic Media, Inc.
12103 Viewcrest Road
Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent the "Family Farmers Against Prop 15 - Stop Higher Food Taxes". Our official information is as follows:

Name: Family Farmers Against Prop 15 - Stop Higher Food Taxes
Address: 2600 River Plaza Drive, Sacramento, CA 95833
Phone: (916) 561-5520
Fax: (916) 442-759
Name of Chairman
Name of Treasurer: Ashlee N. Titus
FPPC I.D. #1426379

If the purchaser is not an individual , list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):

Name_ Mark Dawson_____ Title__ Principal Officer_____

Name_ Shannon Douglass_____ Title__ Principal Officer _____

Name_ Jim Houston_____ Title__ Principal Officer _____

Name_ Jamie Johansson_____ Title__ Principal Officer _____



Signature (Can be any authorized agent)
Ashlee N. Titus
Treasurer