

Order #464954: Sadler Str../Tax Saving../CA Assoc o../2366

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
07/29/20 11:42:23 AM	Processed		<async process>	Adam Joh	\$42,625.00	128	0.00
07/29/20 10:50:58 AM	Approved			Tim Lyons	\$42,625.00	128	0.00
07/29/20 10:50:55 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Tim Lyons	\$42,625.00	128	0.00
07/29/20 10:41:13 AM	Approval Workflow		[Sales Manager - Ready Default]	Tim Rapp	\$42,625.00	128	0.00
07/28/20 7:00:01 PM	Ready for approval		Added Oct flight dates	David Stev	\$42,625.00	128	0.00
07/28/20 6:35:30 PM	Put in Edit Mode			David Stev	\$40,000.00	120	0.00
04/28/20 2:02:23 PM	Processed		<async process>	Sydney Tc	\$40,000.00	120	0.00
04/28/20 1:35:15 PM	Approved			Tim Lyons	\$40,000.00	120	0.00
04/28/20 1:35:12 PM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Tim Lyons	\$40,000.00	120	0.00
04/28/20 12:00:47 PM	Approval Workflow		[Sales Manager - Ready Default]	Tim Rapp	\$40,000.00	120	0.00
04/28/20 11:30:35 AM	Ready for approval		ready	Amanda A	\$40,000.00	120	0.00
04/28/20 11:25:19 AM	Ready for approval		ready	Amanda A	\$40,000.00	120	0.00
04/28/20 11:24:19 AM	New order created		Imported EC Order	Amanda A	\$40,000.00	120	0.00

[Sorted by: Date]

ORDER

Orders	Order / Rev: <u>464954</u> Alt Order #: <u>33928938</u> Product Desc: <u>CA Assoc of Realtors</u> Estimate: <u>2366</u>		
	Flight Dates: <u>09/28/20 - 11/08/20</u> Original Date / Rev: <u>04/28/20 / 07/29/20</u> Order Type: <u>GENERAL</u>	Primary AE: <u>Katz Los Angeles</u> Sales Office: <u>K-7.5</u> Sales Region: <u>N-Katz75</u>	KMJ-AM/FM

Agency	Name: <u>Sadler Strategic Media</u> Buying Contact: _____ Billing Contact: _____ <u>12103 Viewcrest Road</u> <u>Studio City, CA 91604</u>	Billing Type: <u>Cash</u> Billing Calendar: <u>Broadcast</u> Billing Cycle: <u>EOM/EOC</u> Agency Commission: <u>15%</u>	
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Advertiser	Name: <u>Tax Savings for Seniors</u> Demographic: <u>A35+</u> Product Codes: <u>Issues/Propositions</u> Revenue Code 1: <u>AGY-AVAIL</u> Revenue Code 2: <u>POL-ISS</u> Revenue Code 3: <u>GEN</u>	New Business Thru: _____ Advertiser External ID: _____ Agency External ID: _____ Unit Code: <u>General</u>	
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Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/28/20	10/25/20	89	\$29,625.00	\$25,181.25	October 2020	89	\$29,625.00	\$25,181.25	0.00
10/26/20	11/02/20	39	\$13,000.00	\$11,050.00	November 2020	39	\$13,000.00	\$11,050.00	0.00
Totals						128	\$42,625.00	\$36,231.25	0.00

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	09/28/20	11/01/20	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	MTWTF--	1:00	8	\$375.00	P-10	0.00	NM	20	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/20	10/04/20	MTWTF--		10				\$375.00		0.00			
		Week: 10/05/20	10/11/20	MTWTF--		10				\$375.00		0.00			
		Week: 10/12/20	10/18/20	-----		0				\$0.00		0.00			
		Week: 10/19/20	10/25/20	-----		0				\$0.00		0.00			
		Week: 10/26/20	11/01/20	-----		0				\$0.00		0.00			
N 2	KMJA	09/28/20	11/01/20	M-F Midday M-F	CM	10:00 AM-3:00 PM	MTWTF--	1:00	8	\$325.00	P-10	0.00	NM	20	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/20	10/04/20	MTWTF--		10				\$325.00		0.00			
		Week: 10/05/20	10/11/20	MTWTF--		10				\$325.00		0.00			
		Week: 10/12/20	10/18/20	-----		0				\$0.00		0.00			
		Week: 10/19/20	10/25/20	-----		0				\$0.00		0.00			
		Week: 10/26/20	11/01/20	-----		0				\$0.00		0.00			
N 3	KMJA	09/28/20	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	20	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/20	10/04/20	MTWTF--		10				\$300.00		0.00			

Order / Rev: 464954
 Alt Order #: 33928938
 Flight Dates: 09/28/20 - 11/08/20

Advertiser: Tax Savings for Seniors
 Product Desc: CA Assoc of Realtors
 Estimate: 2366
 KMJ-AM/FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KMJA	10/20/20	10/30/20	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	-TWTF--	1:00	9	\$375.00	P-10	0.00	NM	18	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	MTWTF--					10	\$300.00		0.00			
		Week: 10/12/20	10/18/20	-----					0	\$0.00		0.00			
		Week: 10/19/20	10/25/20	-----					0	\$0.00		0.00			
		Week: 10/26/20	11/01/20	-----					0	\$0.00		0.00			
		AM -													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--					9	\$375.00		0.00			
		Week: 10/26/20	11/01/20	-TWTF--					9	\$375.00		0.00			
N 5	KMJA	10/20/20	10/30/20	M-F Midday M-F	CM	10:00 AM-3:00 PM	-TWTF--	1:00	10	\$325.00	P-10	0.00	NM	20	\$6,500.00
		MD -													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--					10	\$325.00		0.00			
		Week: 10/26/20	11/01/20	-TWTF--					10	\$325.00		0.00			
N 6	KMJA	10/20/20	10/30/20	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	-TWTF--	1:00	10	\$300.00	P-10	0.00	NM	20	\$6,000.00
		PM -													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-TWTF--					10	\$300.00		0.00			
		Week: 10/26/20	11/01/20	-TWTF--					10	\$300.00		0.00			
N 7	KMJA	10/26/20	11/02/20	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	M-----	1:00	2	\$375.00	P-10	0.00	NM	4	\$1,500.00
		AM -													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	M-----					2	\$375.00		0.00			
		Week: 11/02/20	11/08/20	M-----					2	\$375.00		0.00			
N 8	KMJA	10/26/20	11/02/20	M-F Midday M-F	CM	10:00 AM-3:00 PM	M-----	1:00	2	\$325.00	P-10	0.00	NM	3	\$975.00
		MD -													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	M-----					1	\$325.00		0.00			
		Week: 11/02/20	11/08/20	M-----					2	\$325.00		0.00			
N 9	KMJA	10/26/20	11/02/20	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	M-----	1:00	2	\$300.00	P-10	0.00	NM	3	\$900.00
		PM -													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	M-----					2	\$300.00		0.00			
		Week: 11/02/20	11/08/20	M-----					1	\$300.00		0.00			
													Totals	128	\$42,625.00

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:

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:

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: *Sheri Sadler*

Signature: *T. Lyons*

Name: Sheri Sadler

Name: *TIMOTHY LYONS*

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time: *4/28/20*

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *4/28/20*

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 #:

464954

Station Call Letters:

KMS FM/AM

Date Received/Requested:

4/28/20

Est. #:

2366

Station Location:

FRESNO CA

Run Start and End Dates:

9/28/20-11/8/20

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.



CALIFORNIA ASSOCIATION OF REALTORS®

LETTER OF AUTHORIZATION

Laiza Negrete
1121 L Street, #600
Sacramento, CA 95814

March 11, 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 *Homeownership for Families and Tax Savings for Seniors FPPC #1400190*.

Our official information is as follows:

Name: Homeownership for Families and Tax Savings for Seniors,
Sponsored by the California Association of REALTORS®
Address: 1121 L Street #600, Sacramento, CA 95814
Phone: (916) 492-5200
Fax: (916) 444-1794
Principal Officer: Laiza Negrete
Treasurer: Cary Davidson
FEDERAL I.D.# 823407945

Signature (Can be any authorized agent)

Laiza Negrete
Vice-President of Public Affairs
California Association of REALTORS®