

# Order #582078: Target Ent../No on 23/Stop the D../3248

Date	Action	Comment	By	Total \$	# Spots	Expected GRP
09/17/20 03:54 AM	Processed	<async process>	Sydney Tolve	\$8,150.00	43	0.00
09/17/20 03:43 AM	Approved		Tim Lyons (tin	\$8,150.00	43	0.00
09/17/20 03:40 AM	Approval Wor	[Business Manager - Business Office Approval Needed Default]	Tim Lyons (tin	\$8,150.00	43	0.00
09/17/20 03:25 AM	Approval Wor	[Sales Manager - Ready Default]	Karen Franz (l	\$8,150.00	43	0.00
09/17/20 03:31 AM	Ready for app	Revised to start schedule on 9/28, due to spot not being ready. Ready to proceed.	Paul Stuart (p:	\$8,150.00	43	0.00
09/17/20 03:40 AM	Put in Edit Mc		Paul Stuart (p:	\$8,150.00	43	0.00
09/17/20 05:16 PM	Processed	<async process>	Sydney Tolve	\$8,150.00	43	0.00
09/17/20 04:33 PM	Approved		Tim Lyons (tin	\$8,150.00	43	0.00
09/17/20 04:30 PM	Approval Wor	[Business Manager - Business Office Approval Needed Default]	Tim Lyons (tin	\$8,150.00	43	0.00
09/17/20 04:11 PM	Approval Wor	[Sales Manager - Ready Default]	Karen Franz (l	\$8,150.00	43	0.00
09/17/20 03:42 PM	Ready for app	ready to proceed.	Paul Stuart (p:	\$8,150.00	43	0.00
09/17/20 03:40 PM	New order cre	<new order>	Paul Stuart (p:	\$0.00	0	0.00

[Sorted by: Date]

# ORDER

**Orders**  
**Order / Rev:** 582078  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** Stop the Dangerous & Costly Dialysis Pr  
**Estimate:** 3248 **KMJ-AM/FM**  
**Flight Dates:** 09/21/20 - 10/04/20 **Primary AE:** Paul Stuart  
**Original Date / Rev:** 09/14/20 / 09/17/20 **Sales Office:** R-FRE  
**Order Type:** GENERAL **Sales Region:** Regional

**Agency**  
**Name:** Target Enterprises, Inc  
**Buying Contact:** \_\_\_\_\_ **Billing Type:** Cash  
**Billing Contact:** \_\_\_\_\_ **Billing Calendar:** Broadcast  
15260 Ventura Blvd **Billing Cycle:** EOM/EOC  
Sherman Oaks, CA 91403 **Agency Commission:** 15%

**Advertiser**  
**Name:** No on 23  
**Demographic:** A25-54 **New Business Thru:** \_\_\_\_\_  
**Product Codes:** Issues/Propositions **Advertiser External ID:** \_\_\_\_\_  
**Revenue Code 1:** AGY-AVAIL **Agency External ID:** \_\_\_\_\_  
**Revenue Code 2:** POL-ISS **Unit Code:** General  
**Revenue Code 3:** GEN **Order Separation:** 00:45:00  
**Priority:** P-100

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/04/20	43	\$8,150.00	\$6,927.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	43	\$8,150.00	\$6,927.50	0.00
<b>Totals</b>	<b>43</b>	<b>\$8,150.00</b>	<b>\$6,927.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Paul Stuart			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	10/04/20	M-F 5a-8p M-F	CM	5:00 AM-6:00 AM (5:00 AM-6:00 AM)	11111--	1:00	5	\$160.00	P-40	0.00	NM	5	\$800.00
		<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	11111--		5				\$160.00		0.00			
N 2	KMJA	09/28/20	10/04/20	M-F AM Drive M-F	CM	6a-10a	22222--	1:00	10	\$275.00	P-50	0.00	NM	10	\$2,750.00
		<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	22222--		10				\$275.00		0.00			
N 3	KMJA	09/28/20	10/04/20	M-F Midday M-F	CM	10a-3p	33222--	1:00	12	\$225.00	P-50	0.00	NM	12	\$2,700.00
		<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	33222--		12				\$225.00		0.00			
N 4	KMJA	09/28/20	10/04/20	M-F PM Drive M-F	CM	3p-7p	11222--	1:00	8	\$200.00	P-50	0.00	NM	8	\$1,600.00
		<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	11222--		8				\$200.00		0.00			
N 5	KMJA	09/28/20	10/04/20	Sa-Su Prime Sa-Su	CM	6a-7p	-----4-	1:00	4	\$50.00	P-70	0.00	NM	4	\$200.00
		<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	-----4-		4				\$50.00		0.00			
N 6	KMJA	09/28/20	10/04/20	Sa-Su Prime Sa-Su	CM	11:00 AM-7:00 PM (11:00 AM-7:00 PM)	-----4	1:00	4	\$25.00	P-70	0.00	NM	4	\$100.00

Order / Rev: 582078  
 Alt Order #: \_\_\_\_\_  
 Flight Dates: 09/21/20 - 10/04/20

Advertiser: No on 23  
 Product Desc: Stop the Dangerous & Costly Dialysis Pr **KMJ-AM/FM**  
 Estimate: 3248

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: 09/28/20	10/04/20	-----4					4	\$25.00		0.00			
													Totals	43	\$8,150.00



Target Enterprises  
 15260 Ventura Boulevard, Suite 1240  
 Sherman Oaks, CA 91403  
 (818) 905-0005

**AGREEMENT FORM FOR  
 NON-CANDIDATE ADVERTISING**

I, Target Enterprises, 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).

**Station time requested by:**

Target Enterprises  
 15260 Ventura Blvd., Ste. 1240  
 Sherman Oaks, CA 91403 (818) 905-0005 targetla.com

**For advertiser:**

Name: NO on 23 - Stop the Dangerous & Costly Dialysis Proposition, a coalition of dialysis providers, nurses, doctors and patients  
 Address: 455 Capitol Mall, Suite 600, Sacramento, CA 95814  
 Contact: Thomas W. Hiltachk Phone: (916) 442-7757 Email: tomh@bmhlaw.com

**Chief executive officers or members of the executive committee or the board of directors or other governing groups:**

Thomas W. Hiltachk, Treasurer / Counsel

Federal candidate(s) or election(s) referred to: N/A

Name(s):  
 Office(s):  
 Date of election:

Matters of national importance referred to: N/A

Sponsor authorized signature: Julie Iadanza Digitally signed by Julie Iadanza

Date: 9/14/20

Station authorized signature: *Paul Stubb*

Date: 9/14/20

TO BE COMPLETED BY STATION ONLY

Ad submitted to station: Yes  No  Date received: 9/14/20

Disposition:

Accepted

Accepted IN PART  
(e.g., ad not received  
to determine content)

Rejected – provide reason:

Date and nature of follow-ups, if any:

Contract #:  
Est. #:

Station Call Letters: KMJ  
Station Location: Fresno

Date Received: 9/14/20  
Flight Dates: 9/21/20 - 9/27/20