

Order #581329: Push Medi ../Alliance o../No on Prop 1/

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
09/11/20 3:41:09 PM	Processed		<async process>	Sydney Tc	\$13,104.00	114	0.00
09/11/20 3:25:34 PM	Approved			Tim Lyons	\$13,104.00	114	0.00
09/11/20 3:25:31 PM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Tim Lyons	\$13,104.00	114	0.00
09/11/20 3:20:36 PM	Approval Workflow		[Sales Manager - Ready Default]	Karen Fra	\$13,104.00	114	0.00
09/11/20 3:20:20 PM	Ready for approval		Ready	Karen Fra	\$13,104.00	114	0.00
09/11/20 2:42:18 PM	Ready for approval		READY TO PROCEED	Paul Stuar	\$13,104.00	114	0.00
09/11/20 2:12:45 PM	New order created		<new order>	Paul Stuar	\$0.00	0	0.00

[Sorted by: Date]

ORDER

Orders
Order / Rev: 581329
Alt Order #:
Product Desc: No on Prop 15
Estimate:
Flight Dates: 09/15/20 - 10/31/20
Original Date / Rev: 09/11/20 / 09/11/20
Order Type: GENERAL
Primary AE: Paul Stuart
Sales Office: R-FRE
Sales Region: Regional
KMJ-AM/FM

Agency Name: Push Medi Inc dba Gleeson Digital
Buying Contact:
Billing Contact:
 1130 Robertson Way
 Sacramento, CA 95814
Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Alliance of California's Farmers & Ran
Demographic: A25-54
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: 00:45:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/20	09/27/20	34	\$3,780.00	\$3,213.00
09/28/20	10/25/20	70	\$8,724.00	\$7,415.40
10/26/20	10/31/20	10	\$600.00	\$510.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	34	\$3,780.00	\$3,213.00	0.00
October 2020	70	\$8,724.00	\$7,415.40	0.00
November 2020	10	\$600.00	\$510.00	0.00
Totals	114	\$13,104.00	\$11,138.40	0.00

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	09/15/20	10/31/20	M-F Midday M-F	CM	10a-3p	-2111--	1:00	5	\$234.00	P-50	0.00	NM	5	\$1,170.00
		<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	-2111--					5	\$234.00		0.00			
		Week: 09/21/20	09/27/20	-----					0	\$0.00		0.00			
		Week: 09/28/20	10/04/20	-----					0	\$0.00		0.00			
		Week: 10/05/20	10/11/20	-----					0	\$0.00		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	09/15/20	10/31/20	M-F Midday M-F	CM	10a-3p	11111--	1:00	5	\$234.00	P-50	0.00	NM	15	\$3,510.00
		<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	-----					0	\$0.00		0.00			
		Week: 09/21/20	09/27/20	11111--					5	\$234.00		0.00			
		Week: 09/28/20	10/04/20	-----					0	\$0.00		0.00			
		Week: 10/05/20	10/11/20	-----					0	\$0.00		0.00			
		Week: 10/12/20	10/18/20	11111--					5	\$234.00		0.00			
		Week: 10/19/20	10/25/20	11111--					5	\$234.00		0.00			
		Week: 10/26/20	11/01/20	-----					0	\$0.00		0.00			
N 3	KMJA	09/15/20	10/31/20		CM	10a-3p	22211--	1:00	8	\$234.00	P-50	0.00	NM	16	\$3,744.00

Order / Rev: 581329
 Alt Order #:
 Flight Dates: 09/15/20 - 10/31/20

Advertiser: Alliance of California's Farmers & Ranch
 Product Desc: No on Prop 15
 Estimate:
 KMJ-AM/FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Midday											
				M-F											
		<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	-----		0		\$0.00		0.00					
Week:		09/21/20	09/27/20	-----		0		\$0.00		0.00					
Week:		09/28/20	10/04/20	22211--		8		\$234.00		0.00					
Week:		10/05/20	10/11/20	22211--		8		\$234.00		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 4	KMJA	09/15/20	10/31/20	Sa-Su Prime	CM	6a-7p	-----+	1:00	12	\$60.00	P-70	0.00	NM	48	\$2,880.00
				Sa-Su											
		<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	-----+		12		\$60.00		0.00					
Week:		09/21/20	09/27/20	-----+		12		\$60.00		0.00					
Week:		09/28/20	10/04/20	-----		0		\$0.00		0.00					
Week:		10/05/20	10/11/20	-----		0		\$0.00		0.00					
Week:		10/12/20	10/18/20	-----+		12		\$60.00		0.00					
Week:		10/19/20	10/25/20	-----+		12		\$60.00		0.00					
Week:		10/26/20	11/01/20	-----		0		\$0.00		0.00					
N 5	KMJA	09/15/20	10/31/20	Sa-Su Prime	CM	6a-7p	-----+	1:00	10	\$60.00	P-70	0.00	NM	30	\$1,800.00
				Sa-Su											
		<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	-----		0		\$0.00		0.00					
Week:		09/21/20	09/27/20	-----		0		\$0.00		0.00					
Week:		09/28/20	10/04/20	-----+		10		\$60.00		0.00					
Week:		10/05/20	10/11/20	-----+		10		\$60.00		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	-----+		10		\$60.00		0.00					
													Totals	114	\$13,104.00

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

Carol Gleeson 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., referring only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: **Push Media Inc, dba Gleeson Digital Strategies**

Address: **1130 Robertson Way, Sacramento CA 95818**

Contact: **Carol Gleeson**

Phone number: **916-626-2699**

Email: **carol@gleesondigitalstrategies.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: **Alliance of California's Farmers & Ranchers Against Higher Electricity Costs, Stop Prop 15**

Address: **1127 11th Street, Suite 210 Sacramento CA 95814**

Contact: **Laura Stephen**

Phone number: **(916) 486-2077** Email: **laura@stephencompany.com**

Station will authorize broadcast of the above information to all stations in its territory.

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):

Treasurer: Laura Ann Stephen
Assistant Treasurer: Kimberly Urbano
Principal Officer: Darrin Monteiro
Lawyer: Ashlee Titus

By signing below, advertiser/sponsor certifies that it has read and understands the rules and regulations of the Commission and that it has agreed to comply with the rules and regulations of the Commission and that it has agreed to pay the full cost of the advertisement.

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

YES NO

Name of every candidate referred to:

Offices sought by such candidates (use abbreviations where appropriate):

Printed date: **11/3/20**

Accepted, printed, EVERY: YES NO

Accepted, printed, ONLY ONCE: YES NO

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 ads, 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>Carol Gleeson</i>	Signature <i>Paul Stuart</i>
Name Carol Gleeson	Name Paul Stuart
Date of Request to Purchase Ad Time 9/11/20	Date of Station Agreement to Sell Time 9/11/20

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 # 581329 581336 581346	Station Call Letters KMJ/KSKS/KMGV	Date Received/Requested 9/11/20
Est #	Station location Fresno, CA	Run Start and End Dates 9/15/20 - 10/1/20

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

Upload order, this disclosure form and invoice for that order, or print out or other material reflecting the transaction to the OPB, or use this space to document or provide time purchased, which specifies exactly what the rates, charges and the classes of time purchased, including station, time class and time period, for any time purchased. Station may attach separately if station will not upload a copy of the spot to the OPB. Station may also provide a contact person who can provide that information. Station may also provide the contact person's name and phone number in the OPB.