

# ORDER



**Orders**  
**Order / Rev:** 624238  
**Alt Order #:**  
**Product Desc:** Mayor Of Miami Beach-Democratic Party  
**Estimate:**  
**Flight Dates:** 10/19/21 - 11/01/21  
**Original Date / Rev:** 10/18/21 / 10/18/21  
**Order Type:** GENERAL

**WSBS**

**Primary AE:** Victor Guzman  
**Sales Office:** MLOC  
**Sales Region:** Local

**Agency Name:** Edge Communications  
**Buying Contact:** Christian Ulvert  
**Billing Contact:**  
 2929 SW 3rd Ave, Suite 220  
 Miami, FL 33129

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Dan Gelber For Mayor  
**Demographic:** A18-49  
**Product Codes:** PL1 - Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-3

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/27/21	10/31/21	27	\$13,725.00	\$11,666.25
11/01/21	11/01/21	3	\$1,525.00	\$1,296.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	27	\$13,725.00	\$11,666.25	0.00
November 2021	3	\$1,525.00	\$1,296.25	0.00
<b>Totals</b>	<b>30</b>	<b>\$15,250.00</b>	<b>\$12,962.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Victor Guzman	MLOC	Local	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	22	10/19/21	11/01/21	5P-6P M-F Mega News 1st Edition	CM	5P-6P-M-F (5:00 PM-6:00 PM)	11111--	:30	5	\$350.00	P-3	0.00	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/21	10/24/21	-1111--		4				\$350.00		0.00			
		Week: 10/25/21	10/31/21	11111--		5				\$350.00		0.00			
		Week: 11/01/21	11/07/21	1-----		1				\$350.00		0.00			
N 2	22	10/19/21	11/01/21	8P-9P Ahora Con Oscar Haza	CM	8P-9P-M-F (8:00 PM-9:00 PM)	11111--	:30	5	\$800.00	P-3	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/21	10/24/21	-1111--		4				\$800.00		0.00			
		Week: 10/25/21	10/31/21	11111--		5				\$800.00		0.00			
		Week: 11/01/21	11/07/21	1-----		1				\$800.00		0.00			
N 3	22	10/19/21	11/01/21	11P-1130P M-F Mega News Late Edition	CM	11P-1130P-M-F (11:00 PM-11:30 PM)	11111--	:30	5	\$375.00	P-3	0.00	NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/21	10/24/21	-1111--		4				\$375.00		0.00			
		Week: 10/25/21	10/31/21	11111--		5				\$375.00		0.00			
		Week: 11/01/21	11/07/21	1-----		1				\$375.00		0.00			
													<b>Totals</b>	<b>30</b>	<b>\$15,250.00</b>

# CONTRACT



**WSBS**  
 7007 NW 77th Avenue  
 Miami, FL 33166  
 (305)644-4800

[www.spanishbroadcasting.com](http://www.spanishbroadcasting.com)

And:

**Edge Communications**  
 Attention: Christian Ulvert  
 2929 SW 3rd Ave, Suite 220  
 Miami, FL 33129

<u>Contract / Revision</u> 624238 /		<u>Alt Order #</u>
<u>Advertiser</u> Dan Gelber For Mayor		<u>Original Date / Revision</u> 10/18/21 / 10/18/21
<u>Contract Dates</u> 10/19/21 - 11/01/21	<u>Estimate #</u>	
<u>Product</u> Mayor Of Miami Beach-Democratic Party		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSBS	<u>Account Executive</u> Victor Guzman	<u>Sales Office</u> WSBS Local Sa
<u>Special Handling</u>		
<u>Demographic</u> Adults 18-49		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	22	10/19/21	11/01/21	Mega News 1st Edition	5P-6P-M-F		:30			NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/18/21	10/24/21	-1111--	4			\$350.00				
		Week: 10/25/21	10/31/21	11111--	5			\$350.00				
		Week: 11/01/21	11/07/21	1-----	1			\$350.00				
N 2	22	10/19/21	11/01/21	Ahora Con Oscar Haza	8P-9P-M-F		:30			NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/18/21	10/24/21	-1111--	4			\$800.00				
		Week: 10/25/21	10/31/21	11111--	5			\$800.00				
		Week: 11/01/21	11/07/21	1-----	1			\$800.00				
N 3	22	10/19/21	11/01/21	Mega News Late Edition	11P-1130P-M-F		:30			NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/18/21	10/24/21	-1111--	4			\$375.00				
		Week: 10/25/21	10/31/21	11111--	5			\$375.00				
		Week: 11/01/21	11/07/21	1-----	1			\$375.00				
<b>Totals</b>											<b>30</b>	<b>\$15,250.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/27/21 - 10/31/21	27	\$13,725.00	(\$2,058.75)	\$11,666.25
11/01/21 - 11/01/21	3	\$1,525.00	(\$228.75)	\$1,296.25
<b>Totals</b>	<b>30</b>	<b>\$15,250.00</b>	<b>(\$2,287.50)</b>	<b>\$12,962.50</b>

**Signature:**  **Date:** 10/18/21

(\* Line Transactions: N = New, E = Edited, D = Deleted)

TERMS AND CONDITIONS. Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to Station the amount of any bills rendered by Station within the time specified and until payment in full is received by Station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to Station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This insertion order is subject to the Terms and Conditions of Advertising Orders ("Terms and Conditions - AO") located at [www.spanishbroadcasting.com/termsandconditionsAO.html](http://www.spanishbroadcasting.com/termsandconditionsAO.html) and such Terms and Conditions - AO are made a part of this insertion order and incorporated by reference. By submitting this Insertion Order via the WideOrbit System, Advertiser, Agency and/or Service represents that it has read and agrees to such "Terms and Conditions - AO" and shall be jointly and severally liable for payment to Media Provider/Station.

\*\*This Media Provider/Station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.\*\*

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**

**STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> SBS	<b>Date:</b> 9/27/21
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Christian Ulvert  
I, \_\_\_\_\_,  
Dan Gelber Campaign  
being/on behalf of: \_\_\_\_\_,  
Nonpartisan race  
a legally qualified candidate of the \_\_\_\_\_  
Miami Beach Mayor  
political party for the office of: \_\_\_\_\_  
November  
in the \_\_\_\_\_  
11/2/2021  
election to be held on: \_\_\_\_\_

**do hereby request station time as follows:**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:15 sec : 30 Sec	Political Dayparts/ VOD/OTT	M-S	NPE	TBD	

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:  
Dan Gelber Campaign

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and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:  
Maria Kuhn

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This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

***To Be Signed By Candidate or Authorized Committee***

9/30/21

**Date**



**Signature**

***To Be Signed By Station Representative***

**Accepted**

**Accepted in Part**

**Rejected**

*Victor Hugo Guzman*  
**Signature**

Victor Hugo Guzman  
**Printed Name**

AE  
**Title**