

ORDER



Orders
Order / Rev: 622649
Alt Order #:
Product Desc: Political 2021_Francis X Suarez
Estimate: Proposal B-rev2
Flight Dates: 10/06/21 - 11/02/21
Original Date / Rev: 10/04/21 / 10/04/21
Order Type: GENERAL

WSBS
Primary AE: Antonia Menicocci
Sales Office: MLOC
Sales Region: Local

Agency Name: Artisan Media Group, LLC
Buying Contact: Devin Saavedra
Billing Contact: Devin Saavedra
 4960 SW 72 Ave
 Miami, FL 33155

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

Advertiser Name: Mayor Francis X. Suarez Reelection C
Demographic: A35+
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	45	\$28,450.00	\$24,182.50
11/01/21	11/02/21	6	\$3,850.00	\$3,272.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	45	\$28,450.00	\$24,182.50	0.00
November 2021	6	\$3,850.00	\$3,272.50	0.00
Totals	51	\$32,300.00	\$27,455.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Antonia Menicocci	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	10/06/21	11/02/21	7P-8P M-F SEVCEC	CM	7P-8P M-F (7:00 PM-8:00 PM)	MTWTF--	:30	4	\$375.00	VIP	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: 10/04/21	10/10/21	--WTF--		3				\$375.00		0.00			
		Week: 10/11/21	10/17/21	MTWTF--		4				\$375.00		0.00			
		Week: 10/18/21	10/24/21	MTWTF--		5				\$375.00		0.00			
		Week: 10/25/21	10/31/21	MTWTF--		4				\$375.00		0.00			
		Week: 11/01/21	11/07/21	MT-----		2				\$375.00		0.00			
N 2	22	10/06/21	11/02/21	8P-9P Ahora con Oscar HAZa	CM	8P-9P (8:00 PM-9:00 PM)	MTWTF--	:30	4	\$800.00	VIP	0.00	NM	16	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/21	10/10/21	--WTF--		2				\$800.00		0.00			
		Week: 10/11/21	10/17/21	MTWTF--		4				\$800.00		0.00			
		Week: 10/18/21	10/24/21	MTWTF--		4				\$800.00		0.00			
		Week: 10/25/21	10/31/21	MTWTF--		4				\$800.00		0.00			
		Week: 11/01/21	11/07/21	MT-----		2				\$800.00		0.00			
N 3	22	10/06/21	11/02/21	9P-10P M-F BAYLY	CM	9P-10P (9:00 PM-10:00 PM)	MTWTF--	:30	4	\$750.00	VIP	0.00	NM	17	\$12,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/21	10/10/21	--WTF--		3				\$750.00		0.00			
		Week: 10/11/21	10/17/21	MTWTF--		4				\$750.00		0.00			
		Week: 10/18/21	10/24/21	MTWTF--		4				\$750.00		0.00			

Order / Rev: 622649
 Alt Order #: _____
 Flight Dates: 10/06/21 - 11/02/21

Advertiser: Mayor Francis X. Suarez Reelection Can
 Product Desc: Political 2021_Francis X Suarez **WSBS**
 Estimate: Proposal B-rev2

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: 10/25/21	10/31/21	MTWTF--					4	\$750.00		0.00			
		Week: 11/01/21	11/07/21	MT-----					2	\$750.00		0.00			
													Totals	51	\$32,300.00



Political 2021_ Proposal B-rev2

Book: May 2021/HSOctober 2020 LiveSD (NHSI)

Proposal ID: 3505
 Schedule Date: 10/6/2021 - 11/5/2021
 Agency: Artisan Media Group, LLC
 Spot Length(s): :30
 Book: May 2021/HSOctober 2020 LiveSD (NHSI)
 Author: Toni Menicocci

Acct. Exec: Toni Menicocci
 Email: amenicocci@mega.tv
 Web Site: www.mega.tv

Flight Dates: 10/6/2021-11/5/2021

Program Time	Spot Length	OC 6	OC 11	OC 18	OC 25	NO 1	DMA P35+ RTG	DMA P50+ RTG	DMA HH RTG	DMA P35+ 000	DMA P50+ 000	DMA HH 000	Wks	Rate Spots
WSBS														
SEVCEC	:30	3	4	5	4	2	1.10	1.51	1.53	15.3	13.4	12.4	5	\$375.00
GRPs/Impressions							19.8	27.18	27.54	275.4	241.2	223.2		18
CPP/CPM							\$340.91	\$248.34	\$245.10	\$24.51	\$27.99	\$30.24		
Mo-Fr 7:00p-8:00p														
AHORA-O HAZA	:30	2	4	4	4	2	1.60	2.20	2.16	22.4	19.5	17.6	5	\$800.00
GRPs/Impressions							25.6	35.2	34.56	358.4	312	281.6		16
CPP/CPM							\$500.00	\$363.64	\$370.37	\$35.71	\$41.03	\$45.45		
Mo-Fr 8:00p-9:00p														
BAYLY	:30	3	4	4	4	2	1.48	1.99	1.99	20.7	17.6	16.2	5	\$750.00
GRPs/Impressions							25.16	33.83	33.83	351.9	299.2	275.4		17
CPP/CPM							\$506.76	\$376.88	\$376.88	\$36.23	\$42.61	\$46.30		
Mo-Fr 9:00p-10:00p														

Total Cost: \$32,300.00
 Agency Commission @ 15% \$4,845.00
 Net Cost: \$27,455.00

Signature *Victor Leon*

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Victor Leon VP of Media Services, Artisan Agency ____, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE	<input type="checkbox"/> FEDERAL CANDIDATE
	<input checked="" type="checkbox"/> STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Francis X Suarez

Authorized committee:

Francis Suarez for Miami Mayor

Agency requesting time (and contact information):

N/A

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Mayor of the City of Miami

Date of election:

November 2

General

Primary

Treasurer of candidate's authorized committee:

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.

Candidate/Committee/Agency	Station Representative
Signature: <i>Victor Leon</i>	Signature:
Name: Victor Leon	Name:
Date of Request to Purchase Ad Time: October 4	Date of Station Agreement to Sell Time:

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate’s authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Victor Leon

Name: Victor Leon

Date: 10/4/2021

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: 10/4/21

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

Federal candidate certification signed (above): Yes No N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
- Rejected – provide reason:

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

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 622649	Station Call Letters: WSBS	Date Received/Requested: 10/4/21
Est. #: Proposal B-rev2	Station Location: MIAMI	Run Start and End Dates: 10/6-11/2/21

Upload order, this form and invoice (or traffic system print-out) or other documents 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 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.