

# ORDER



**Orders**  
**Order / Rev:** 624265  
**Alt Order #:**  
**Product Desc:** City Of Miami Commissioner-Republican  
**Estimate:** District 3  
**Flight Dates:** 10/19/21 - 10/25/21  
**Original Date / Rev:** 10/18/21 / 10/18/21  
**Order Type:** GENERAL

**WSBS**  
**Primary AE:** Viviana De La Hoz  
**Sales Office:** MLOC  
**Sales Region:** Local

**Agency Name:** Joe Carollo  
**Buying Contact:** Marjorie T Carollo  
**Billing Contact:** Marjorie T Carollo  
 100 S.W. 10 St. #504  
 Miami, FL 33130

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

**Advertiser Name:** Joe Carollo  
**Demographic:** A25-64  
**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:** 00:20:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/27/21	10/25/21	36	\$15,450.00	\$13,132.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	36	\$15,450.00	\$13,132.50	0.00
<b>Totals</b>	<b>36</b>	<b>\$15,450.00</b>	<b>\$13,132.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Viviana De La Hoz	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	10/25/21	5P-6P M-F Mega News 5pm	CM	5P-6P-M-F (5:00 PM-6:00 PM)	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<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	-TWTF--		4				\$300.00		0.00			
		Week: 10/25/21	10/31/21	M-----		1				\$300.00		0.00			
N 2	22	10/19/21	10/25/21	11P-1130P M-F Mega News 11pm	CM	11P-1130P-M-F (11:00 PM-11:30 PM)	MTWTF--	:30	4	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<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	-TWTF--		4				\$375.00		0.00			
		Week: 10/25/21	10/31/21	M-----		1				\$375.00		0.00			
N 3	22	10/19/21	10/25/21	7P-8P M-F Sevcec	CM	7P-8P- M-F (7:00 PM-8:00 PM)	MTWTF--	:30	4	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<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	-TWTF--		4				\$375.00		0.00			
		Week: 10/25/21	10/31/21	M-----		1				\$375.00		0.00			
N 4	22	10/19/21	10/25/21	8P-9P Ahora Con Oscar Haza	CM	8P-9P-M-F (8:00 PM-9:00 PM)	MTWTF--	:30	8	\$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	-TWTF--		8				\$800.00		0.00			
		Week: 10/25/21	10/31/21	M-----		2				\$800.00		0.00			
N 5	22	10/23/21	10/23/21	8P-9P Sat Tomas Regalado	CM	8P-9P-Saturday (8:00 PM-9:00 PM)	-----S-	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00

Order / Rev: 624265  
 Alt Order #:  
 Flight Dates: 10/19/21 - 10/25/21

Advertiser: Joe Carollo  
 Product Desc: City Of Miami Commissioner-Republican  
 Estimate: District 3  
**WSBS**

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: 10/18/21	10/24/21	-----S-		2				\$200.00		0.00			
N 6	22	10/23/21	10/23/21	9P-10P Sat Tomas Regalado	CM	9P-10P-Saturday (9:00 PM-10:00 PM)	-----S-	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<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	-----S-		2				\$200.00		0.00			
N 7	22	10/23/21	10/23/21	6P-7P Sat. Teresa	CM	6P-7P-Saturday (6:00 PM-7:00 PM)	-----S-	:30	2	\$250.00	P-3	0.00	NM	2	\$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	-----S-		2				\$250.00		0.00			
N 8	22	10/23/21	10/23/21	7P-8P SAT La Verdad Con Feinmann	CM	7P-8P-Saturday (7:00 PM-8:00 PM)	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<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	-----S-		1				\$200.00		0.00			
N 9	22	10/24/21	10/24/21	7P-8P SUN Cuentame	CM	7P-8P-Sunday (7:00 PM-8:00 PM)	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<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	-----S		1				\$150.00		0.00			
N 10	22	10/24/21	10/24/21	8P-9P Sun Tomas Regalado	CM	8P-9P-Sunday (8:00 PM-9:00 PM)	-----S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<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	-----S		2				\$200.00		0.00			
N 11	22	10/24/21	10/24/21	9P-10P Sun Destinos Misticos	CM	9P-10P-Sunday (9:00 PM-10:00 PM)	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<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	-----S		1				\$150.00		0.00			
													Totals	36	\$15,450.00

Contract Agreement Between:

# CONTRACT

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

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

And:

**Joe Carollo**  
 Attention: Marjorie T Carollo  
 100 S.W. 10 St. #504  
 Miami, FL 33130

Contract / Revision 624285 /		Alt Order #
Advertiser Joe Carollo		Original Date / Revision 10/18/21 / 10/18/21
Contract Dates 10/18/21 - 10/23/21	Estimate #	
Product Candidate		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WSBS	Account Executive Viviana De La Hoz	Sales Office WSBS Local Sa
Special Handling Cash in Advance		
Demographic Adults 25-54		
Agency Ref	Advertiser Code	Product ID
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	22	10/18/21	10/25/21	Mega News 5pm	5P-6P		:30			NM	5	\$1,500.00
		<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	-TWTF--				4	\$300.00			
Week:		10/25/21	10/31/21	M-----				1	\$300.00			
N 2	22	10/18/21	10/25/21	Mega News 11pm	11P-1130P		:30			NM	5	\$1,875.00
		<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	-TWTF--				4	\$375.00			
Week:		10/25/21	10/31/21	M-----				1	\$375.00			
N 3	22	10/18/21	10/25/21	Sevco	7P-8P M-F		:30			NM	5	\$1,875.00
		<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	-TWTF--				4	\$375.00			
Week:		10/25/21	10/31/21	M-----				1	\$375.00			
N 4	22	10/18/21	10/25/21	Ahora con Oscar Haza	8P-9P		: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	-TWTF--				5	\$800.00			
Week:		10/25/21	10/31/21	M-----				2	\$800.00			
N 5	22	10/23/21	10/23/21	Tomas Regalado SAT 3p	3P-4P		:30			NM	2	\$400.00
		<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	-----S-				2	\$200.00			
N 6	22	10/23/21	10/23/21	Tomas Regalado SAT 3p	3P-10P		:30			NM	2	\$400.00
		<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	-----S-				2	\$200.00			
N 7	22	10/23/21	10/23/21	Teresa SAT 6p	6P-7P		:30			NM	2	\$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	-----S-				2	\$250.00			
N 8	22	10/23/21	10/23/21	La verdad con Fairman	7P-8P		:30			NM	1	\$200.00
		<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	-----S-				1	\$200.00			

(\* 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.wsbstv.com/termsofconditionsAO.html](http://www.wsbstv.com/termsofconditionsAO.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 WebOrder 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.

"The 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 the 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."

Contract Agreement Between:

Print Date 10/18/21 Page 2 of 2



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

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

Contract / Revision	Alt Order #
624266 /	

Advertiser	Original Date / Revision
Joe Carollo	10/18/21 / 10/18/21

Contract Dates	Product	Estimate #
10/18/21 - 10/25/21	Candidates	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	22	10/24/21	10/24/21	Quentine SUN 7p	7p-8p		:30			NM	1	\$150.00
		<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	-----S				1	\$150.00			
N 10	22	10/24/21	10/24/21	Tomas Regalado SUN 8p	8P-9P		:30			NM	2	\$400.00
		<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	-----S				2	\$200.00			
N 11	22	10/24/21	10/24/21	Destinos missons 8p	9-10:00pm		:30			NM	1	\$150.00
		<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	-----S				1	\$150.00			
<b>Totals</b>											<b>36</b>	<b>\$15,450.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/27/21 - 10/25/21	36	\$15,450.00	(\$2,317.50)	\$13,132.50
<b>Totals</b>	<b>36</b>	<b>\$15,450.00</b>	<b>(\$2,317.50)</b>	<b>\$13,132.50</b>

Signature: *Joe Carollo for Campaign*

Date: 10/18/2021

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Joe Carollo, 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: Joe CAROLLO

Authorized committee: N/A

Agency requesting time (and contact information):  
 N/A Candidate

Candidate's political party: N/A

Office sought (no acronyms or abbreviations): City of Miami Commissioner, District 3

Date of election: 11/2/2021       General       Primary

Treasurer of candidate's authorized committee: N/A

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: <u>Joe Carollo for</u>	Signature:
Name: <u>Joe Carollo Campaign</u>	Name: Viviana De La Hoz
Date of Request to Purchase Ad Time: <u>10/18/21</u>	Date of Station Agreement to Sell Time: 10-18-21

**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:

N/A

Name:

N/A

Date:

N/A

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: \_\_\_\_\_

**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 #: 624265	Station Call Letters: WSBS	Date Received/Requested:
Est. #:	Station Location: Miami	Run Start and End Dates:

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.