CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Joel Olivarez, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➡

- [ ] FEDERAL CANDIDATE
- [x] STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:
Juan Ramon Alvarez

Authorized committee:

Agency requesting time (and contact information):
[x] N/A Olive Marketing Firm

Candidate's political party:
Democrat

Office sought (no acronyms or abbreviations):
332nd Hidalgo County District Court

Date of election:
March 5th, 2024

[ ] General [x] Primary

Treasurer of candidate's authorized committee:
David R. Gorena

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
- [x] 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:	Signature:
Name: DAVID GORENA	Name:
Date of Request to Purchase Ad Time: 2/7/2024	Date of Station Agreement to Sell Time: 2/8/2022

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:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? [✓] Yes [ ] No Date ad received: 2/8/2024

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 #: 4347237	Station Call Letters: KVEO	Date Received/Requested: 2/7/2024
Est. #:	Station Location: 9201 W EXPRESS HARLINGEN TX 78552	Run Start and End Dates: 2/8/2024 – 3/1/2024

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.

BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. The Political Record is not required for requests to purchase internet advertising. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for
- ☑ a candidate request
- ☐ an election message request *
- ☐ an issue request *

The request was
- ☐ accepted #
- ☐ rejected

Candidate Named in Message: JUAN RAMON ALVAREZ

Office Being Sought: 332nd District Ct

Election or Issue Referred to: March 2024

Sponsor (or authorized candidate committee): JUAN RAMON ALVAREZ

Treasurer of authorized candidate committee: JUAN RAMON ALVAREZ

Person Ordering Advertising: OLive Marketing

* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

\# If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.

BUDGET

Products	Details	Cost
Addressable Display (1st Party Data / Audience)	53,116 IMPRESSIONS PER MONTH	$750
GeoFence Retargeting	21,420 IMPRESSIONS PER MONTH	$250
Addressable Pre Roll (1st Party Data / Audience)	31,874 IMPRESSIONS PER MONTH	$750
GeoVideo Retargeting	10,625 IMPRESSIONS PER MONTH	$250
Addressable CTV / OTT (1st Party Data / Audience)	91,071 IMPRESSIONS PER MONTH	$3,000
YouTube	12,143 YOUTUBE VIEWS PER MONTH	$2,000
Addressable Streaming Audio (1st Party Data / Audience)	28,333 IMPRESSIONS PER MONTH	$1,000
RECURRING TOTAL	246,293 TOTAL IMPRESSIONS	$ 8,000

Client Agreement

Start Date: End Date:

Judge Juan R. Alvarez

Print Client Name

Client Signature

Nexstar Media KVEO - Harlingen / Weslaco / Brownsville / McAllen, TX Signature

Order #4347237, Olive Marketing, POL/Juan Ramon Alvarez/District Court/TX/Dem, Digital Campaign 2024, , 02/08/24-03/17/24

	Line		Channel(s)	Start Date	End Date	Has Comment	Digital Product Description	SOV %	Rate	Total Booked Amount	Unit Code	Excluded
	1		[1] IKVEO	02/08/24	03/17/24		Addressable OTT		$3,000.00	$3,000.00	General	
	2		[1] IKVEO	02/08/24	03/17/24		Addressable Display		$750.00	$750.00	General	
	3		[1] IKVEO	02/08/24	03/17/24		GeoFence		$250.00	$250.00	General	
	4		[1] IKVEO	02/08/24	03/17/24		Addressable Preroll		$750.00	$750.00	General	
	5		[1] IKVEO	02/08/24	03/17/24		GeoVideo		$250.00	$250.00	General	
	6		[1] IKVEO	02/08/24	03/17/24		YouTube		$2,000.00	$2,000.00	General	
	7		[1] IKVEO	02/08/24	03/17/24		Addressable Streaming Audio		$1,000.00	$1,000.00	General	

Contract Agreement Between:

kveo.com
5000 Riverside Dr
Building 5 Suite 200
Irving, TX 75039
(956) 366-4444

kveo.com

And:

Olive Marketing
Attention: Joel Olivarez
1100 E. Jasmine Avenue
Suite 205
McAllen, TX 78501

CONTRACT

Contract / Revision: 4347237 /		Alt Order #:
Advertiser: POL/Juan Ramon Alvarez/District Court/TX/D		Original Date / Revision: 02/08/24 / 02/22/24
Contract Dates: 02/08/24 - 03/05/24	Estimate #:	
Product: Digital Campaign 2024		
Order Brand:	Billing Cycle: EOM	Billing Calendar: Calendar / Cash/Trade: Cash
	Property: IKVEO	Account Executive: KVEO Local House / Sales Office: Brownsville Loca
	Special Handling:	
	Demographic: Adults 25-54	
	Agy Code:	Advertiser Code: / Product 1/2:
	Agency Ref:	Advertiser Ref:

rgvproud.comm

*Line	Start Date	End Date	Description	Imp. Booked	Rate	Rate Type	Amount
N 1	02/08/24	03/05/24	Addressable OTT	0	$3,529.41	Flat Fee	$3,529.41
N 2	02/08/24	03/05/24	Addressable Display	0	$882.35	Flat Fee	$882.35
N 3	02/08/24	03/05/24	GeoFence	0	$294.12	Flat Fee	$294.12
N 4	02/08/24	03/05/24	Addressable Preroll	0	$882.35	Flat Fee	$882.35
N 5	02/08/24	03/05/24	GeoVideo	0	$294.12	Flat Fee	$294.12
N 6	02/08/24	03/05/24	YouTube	0	$2,352.94	Flat Fee	$2,352.94
N 7	02/08/24	03/05/24	Addressable Streaming Audio	0	$1,176.47	Flat Fee	$1,176.47
			Totals	0			$9,411.76

Time Period	Gross Amount	Agency Comm.	Net Amount
03/01/24 -03/31/24	$9,411.76	($1,411.76)	$8,000.00
Totals	$9,411.76	($1,411.76)	$8,000.00

Signature: _____ **Date:** _____

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

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.

Nexstar Media Group 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 or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

TV TRAFFIC – FEBRUARYv3

Advertiser: Juan Ramon Alvarez for Judge

Date: 2/27/24

Spot Delivery*: **New spots attached***

Media Contact List:

melindar@krgv.com, mgutierrez@entravision.com, "Espinoza, Norma.Espinoza@telemundo.com

TELEVISION ENGLISH				
2/27/24	3/5/24	:15	JRA-EXPERIENCE-ENG-2-24	100%
Instructions:	English Stations Only.			
TELEVISION SPANISH				
2/27/24	3/5/24	:15	JRA-EXPERIENCE-SPA-2-24	100%
Instructions:	Spanish Stations Only.			

OLIVE©
MARKETING FIRM

Please confirm traffic instructions to mayra@olivemarketingfirm.com, anna@olivemarketing.com

TV TRAFFIC – FEBRUARYv3

Advertiser: Juan Ramon Alvarez for Judge

Date: 2/27/24

Spot Delivery*: **New spots attached***

Media Contact List:

melindar@krgv.com, mgutierrez@entravision.com, "Espinoza, Norma.Espinoza@telemundo.com

TELEVISION ENGLISH				
2/27/24	3/5/24	:15	JRA-EXPERIENCE-ENG-2-24	**100%**
Instructions:	**English Stations Only.**			
TELEVISION SPANISH				
2/27/24	3/5/24	:15	JRA-EXPERIENCE-SPA-2-24	**100%**
Instructions:	**Spanish Stations Only.**			

OLIVE©
MARKETING FIRM

Please confirm traffic instructions to mayra@olivemarketingfirm.com, anna@olivemarketing.com