

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <i>KLOK-FM Monterey, CA</i>	Date: <i>10/10/18</i>
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I, **Sheri Sadler**

do hereby request station time concerning the following issue:

PROP 6

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE SCHEDULE FOR ORDER DETAILS			

This broadcast time will be used by: *No on Prop 6*

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

SEE LETTER OF AUTHORIZATION

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

SEE LETTER OF AUTHORIZATION


TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/10/18
Date

Signed by Issue Advertiser

Signature


818-506-5443

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

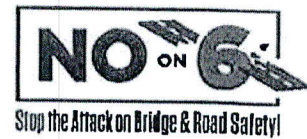
☒ Accepted

☐ Accepted in Part☐ Rejected


Signature

Brian R. ...
Printed Name

 Title



LETTER OF AUTHORIZATION

No on Prop 6: Stop the Attack on Bridge & Road Safety
c/o Brandon Castillo
1787 Tribute Road, Suite K
Sacramento, CA 95815
bcastillo@bcfpublicaffairs.com

07/31/2018

Sheri Sadler

Sadler Strategic Media, Inc.

12103 Viewcrest Road

Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent the "No on Prop 6: Stop the Attack on Bridge & Road Safety." Our official information is as follows:

Name Paid for by No on Prop 6: Stop the Attack on Bridge & Road Safety, sponsored by business, labor, local governments and transportation advocates

Address 1787 Tribute Road, Suite K

Sacramento, CA 95815

Phone (916) 285-5733

Fax (916) 333-1344

Name of Chairmen: Robbie Hunter & Matt Cate

Name of Treasurer Shawnda Deane

FEDERAL TAX I.D.# 82-3812581

Signature (Can be any authorized agent)

Robbie Hunter

Chairman



KLOK-FM
67 Garden Court
Monterey, CA 93940
(831) 373-6767

CONTRACT

<u>Contract / Revision</u> 413686 /		<u>Alt Order #</u> 61138
<u>Product</u> No on Prop 6		
<u>Contract Dates</u> 10/15/18 - 11/03/18		<u>Estimate #</u> 2182
<u>Advertiser</u> No on Prop 6		<u>Original Date / Revision</u> 08/17/18 / 08/17/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KLOK-FM	<u>Account Executive</u> Brad Robbins	<u>Sales Office</u> Entravision Solu
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u> NoOn6	<u>Product 1/2</u> none
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Sadler Strategic Media Inc.
12103 Viewcrest Rd.
Studio City, CA 91604

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KLOK	10/15/18	11/02/18	M-F 6a-10a	6a-10a		1:00				NM	24	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/15/18	10/21/18	MTWTF--				8	\$60.00				
	Week:	10/22/18	10/28/18	MTWTF--				8	\$60.00				
	Week:	10/29/18	11/04/18	MTWTF--				8	\$60.00				
N 2	KLOK	10/15/18	11/02/18	M-F 10a-3p	10a-3p		1:00				NM	24	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/15/18	10/21/18	MTWTF--				8	\$60.00				
	Week:	10/22/18	10/28/18	MTWTF--				8	\$60.00				
	Week:	10/29/18	11/04/18	MTWTF--				8	\$60.00				
N 3	KLOK	10/15/18	11/02/18	M-F 3p-7p	3p-7p		1:00				NM	24	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/15/18	10/21/18	MTWTF--				8	\$75.00				
	Week:	10/22/18	10/28/18	MTWTF--				8	\$75.00				
	Week:	10/29/18	11/04/18	MTWTF--				8	\$75.00				
N 4	KLOK	10/20/18	11/03/18	Sa 10a-3p	10a-3p		1:00				NM	9	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/20/18	10/26/18	-----S-				3	\$50.00				
	Week:	10/27/18	11/02/18	-----S-				3	\$50.00				
	Week:	11/03/18	11/09/18	-----S-				3	\$50.00				
Totals								0.00				81	\$5,130.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	54	\$3,420.00	(\$513.00)	\$2,907.00
10/29/18 - 11/03/18	27	\$1,710.00	(\$256.50)	\$1,453.50
Totals	81	\$5,130.00	(\$769.50)	\$4,360.50

Signature: _____ **Date:** _____

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

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at www.entravision.com/termsandsales, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

New Order

Media: Radio
Client: No on Prop 6: Stop the Attack on Bridge & Road Saf
Product: No on Prop 6
CPE: //2182
Description: No on Prop 6 Spanish Radio 10.15.18 - 11.06.18
Rep:
Version: 1
Comments:

Market: Monterey-Salinas
Demo: Adults 35+
Separation: 30
Flight Start: 10/15/18
Flight End: 11/11/18
Sales Office:
Survey: SU17 MSA CustRadio Hispanic

Vendor: KLOK-FM
AE: Brad Robbins (Entravision)
Phone: 818-506-5443
Fax: 818-506-8444

Billing To: Sadler Strategic Media
 12103 Viewcrest Rd.
 Studio City, CA 91604
Phone: 818-506-5443
Fax: 818-506-8444

Line No	Daypart (Program)	Daypart Code	Gross C/P	Dur	10/15	10/22	10/29	11/5	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 6:00A-10:00A	AM	\$60.00	C 60	8	8	8	0	24	1.9	\$31.58
Comments: Brad											
2	MTuWThF 10:00A-3:00P	MD	\$60.00	C 60	8	8	8	0	24	1.9	\$31.58
3	MTuWThF 3:00P-7:00P	PM	\$75.00	C 60	8	8	8	0	24	2.8	\$26.79
4	Sa 10:00A-3:00P	WK	\$50.00	C 60	3	3	3	0	9	0.7	\$71.43
Total Spots:					27	27	27	0	81		
Total GRP/GIMP(000):					54.9	54.9	54.9	0.0	164.7		
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots								
10/2018	\$3,420.00 - 54	\$0.00 - 0	\$3,420.00 - 54								
11/2018	\$1,710.00 - 27	\$0.00 - 0	\$1,710.00 - 27								
Total Gross Cost:				\$5,130.00	Total Gross CPP:				\$31.15		
Total Net Cost:				\$4,360.50	Total Net CPP:				\$26.48		