CANDIDATE ADVERTISEMENT AGREEMENT FORM

See Order for proposed schedule and charges. See Invoice for actual schedule and charges.							
I, Ama Trejo , hereby request station time as follows:							
FEDERAL CANDIDATE							
IDENTIFY CANDIDATE TYPE STATE OR LOCAL CANDIDATE							
·							
ALL QUESTIONS/BLOCK	S MUST BE COMPLETED						
Candidate name:							
Alma Trejo							
Authorized committee:							
Agency reguesting time (and contact information):							
N/A							
Candidate's political party:							
Democrat							
Office sought (no acronyms or abbreviations):							
District Attorney							
Date of election:	General Primary						
Treasurer of candidate's authorized committee:							
Edward Y. Rios treasurer							
The undersigned represents that:							
(1) the payment for the broadcast time requested has been fur	nished by (check on e box below):						
the candidate listed above who is a legally qualified car							
the authorized committee of the legally qualified candid	date listed above;						
(2) this station is authorized to announce the time as paid for b	y 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 DISC IN THE PLACEMENT OF ADVERTISING.	RIMINATION ON THE BASIS OF RACE OR ETHNICITY						
Candidate/Committee/Agency	Station Representative						
Signature:	Signature: Marina Lee Name: Marina Lee						
Name: MMa 1140	Name: Marina Lee						
Date of Request to Purchase Ad Time: 1111124	Date of Station Agreement to Sell Time: 1 11 24						

Alma Trejo for DA

From Marina Lee

Priore (915) 920-1270

Email marina lee@lownsquaremedia.com 12/12/2023 5:28 PM

Flight Dates: 02/12/2024 - 03/05/2024

- 2 1 - 2 -

Demo: P 25-64

Radio Market: EL PASO

Survey: OCT23 (AUG-OCT)

Geography: Metro

ScheduleDescription:

Alma Trejo for DA Primary Campaign

Allia Trejo loi DA Pilitaly Calilpaigii				ě					
	Daypart	Daypart Code	Spots	Length	Unit Rate	TotalCost	Frequency	СРМ	Gls
Radio Total			44		\$50.00	\$2,200.00	3.1	\$6.94	316,400
KLAQ-FM			22	MIT FILM	\$60.00	\$1,320.00	3.0	\$6.82	192,600
Flight A - 3 wks (02/12, 02/19, 0	02/26)								
			18		\$60.00	\$1,080.00	2.9	\$6.74	160,200
One Week Total			6		\$60.00	\$360.00	1.8	\$6.74	53,400
	M-F 6A-10A	AN!	6 30		\$60.00	\$360.00	1.8	\$6.74	53,400
Flight B - 1 wk (03:04)									
			4		\$60.00	\$240.00	1.6	\$7.41	32,400
One Week Total			4		\$60.00	\$240.00	1.6	\$7.41	32,400
	M-Tu 6A-10A		4 30		\$60.00	\$240.00	1.6	\$7.41	32,400
KSII-FM			22		\$40.00	\$880.00	2.8	\$7,14	123,800
Flight A - 3 wks (02/12, 02/19, 0	02/26)								
			18		\$40.00	\$720.00	2.6	\$7.27	99,000
One Week Total	A Section Section 1		6	-	\$40.00	\$240.00	1,7	\$7.27	33,000
	M-F 7A-10A		6 30		\$40.00	\$240.00	1.7	\$7.27	33,000
Flight C - 1 wk (03/04)									
			4		\$40.00	\$160.00	1.7	\$6.45	24,800
One Week Total		U CERTAIN	4		\$40.00	\$160.00	1.7	\$6.45	24,800
	M-Tu 7A-10A		4 30		\$40.00	\$160.00	1.7	\$6.45	24,800

The first demo listed is the Primary Demo

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Page 1 of 3 Schedule



Alma Trejo for DA



From: Marina Lee

Phone (915) 920-1270

Email marina.lee@łownsquaremedia.com

12/12/2023 5:28 PM

Schedule Grand Totals: 4 Weeks

Stations	Spots	Un't Rate	Total Cost	Frequency	СРМ	Gls
Redio Total	44	\$50,00	\$2,200.00	3.1	\$6.94	316,400
KLAQ-FM	22	\$60.00	\$1,320.00	3.0	\$6.82	192,600
KSII-FM	22	\$40.00	\$880.00	2.8	\$7.14	123,800

Accepted by Station

Accepted by Client

12/21/2223

Date

This 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 rare, gender or ethicity. 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 Pebasis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

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Page 2 of 3 Schedule

Detailed Sourcing Summary

Radio Market: EL PASO Survey: Nielsen Radio October 2023 (August - October) Geography: Metro Daypart Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab	
Adults 25-64 (Primary)	434,500	995	

Stations: User Selected Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1. AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsenwill report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited non-accredited Nielsen radio markets and data available through TAPSCAN, dick here: http://www.arbtron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach and frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: Rating Reliability Estimator: tito flascretion neisen com

https://rro.n.olson.com

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you. titios libitock nation conjuectas CR8/20210C Li016 Lipid's/SpecialNotices par

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\$4,500 /month	4	√ 50,000 e-mails √ 41,667 geofence impressions	√ 73,855 impressions	√ 50,000 impressions	✓ 31,818 impressions	√ 23,809 impressions
\$2,825 /month	~	√ 50,000 e-mails √ 41,667 geofence impressions	√ 73,855 impressions	✓ 50,000 impressions		
\$1,500 /m onth- 1/22-3/2	<		√ 73,855 impressions	✓ 100,000 impressions		

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GROW YOUR BASEE

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Janaa

- No

SIGNATURE

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