

ORDER



Orders
Order / Rev: 598392
Alt Order #: 35224189
Product Desc: Recall 2021
Estimate: 2519
Flight Dates: 07/28/21 - 09/12/21
Original Date / Rev: 07/27/21 / 07/27/21
Order Type: GENERAL

KRCX-FM
Primary AE: Lesly Wilberding
Sales Office: K-LA
Sales Region: NATIONAL

Agency Name: Sadler Strategic Media Inc.
Buying Contact:
Billing Contact:
 12103 Viewcrest Rd.
 Studio City, CA 91604

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

Advertiser Name: Stop GOP Newsom Recall
Demographic: A25-49
Product Codes: Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: GEN
Revenue Code 3: POL
Priority: P-01

New Business Thru:
Advertiser External ID: 0012R00002F1yh6QAB
Agency External ID: 0012R00002A8NKnQAN
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/26/21	08/29/21	134	\$12,530.00	\$10,650.50
08/30/21	09/12/21	56	\$5,240.00	\$4,454.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2021	134	\$12,530.00	\$10,650.50	0.00
September 2021	56	\$5,240.00	\$4,454.00	0.00
Totals	190	\$17,770.00	\$15,104.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lesly Wilberding	K-LA	NATIONAL	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	KRCX	07/28/21	07/30/21	M-F 6a-10a W-F 6a-10a	CM	6a-10a	--WTF--	1:00	6	\$90.00	P-01	0.00	NM	6	\$540.00
AM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/28/21	08/03/21	--WTF--			6		\$90.00		0.00				
N 2	KRCX	08/02/21	09/10/21	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MTWTF--	1:00	8	\$90.00	P-01	0.00	NM	48	\$4,320.00
AM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/02/21	08/08/21	MTWTF--			8		\$90.00		0.00				
Week:		08/09/21	08/15/21	MTWTF--			8		\$90.00		0.00				
Week:		08/16/21	08/22/21	MTWTF--			8		\$90.00		0.00				
Week:		08/23/21	08/29/21	MTWTF--			8		\$90.00		0.00				
Week:		08/30/21	09/05/21	MTWTF--			8		\$90.00		0.00				
Week:		09/06/21	09/12/21	MTWTF--			8		\$90.00		0.00				
N 3	KRCX	07/28/21	07/30/21	M-F 10a-3p W-F 10a-3p	CM	10a-3p	--WTF--	1:00	6	\$90.00	P-01	0.00	NM	6	\$540.00
MD -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/28/21	08/03/21	--WTF--			6		\$90.00		0.00				
N 4	KRCX	08/02/21	09/10/21	M-F 10a-3p M-F 10a-3p	CM	10a-3p	MTWTF--	1:00	8	\$90.00	P-01	0.00	NM	48	\$4,320.00

Order / Rev: 598392
 Alt Order #: 35224189
 Flight Dates: 07/28/21 - 09/12/21

Advertiser: Stop GOP Newsom Recall
 Product Desc: Recall 2021
 Estimate: 2519
 KRCX-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KRCX	07/28/21	08/03/21	M-F 3p-7p W-F 3p-7p	CM	3p-7p	--WTF--	1:00	6	\$105.00	P-01	0.00	NM	6	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/02/21	08/08/21	MTWTF--		8				\$90.00		0.00			
Week:		08/09/21	08/15/21	MTWTF--		8				\$90.00		0.00			
Week:		08/16/21	08/22/21	MTWTF--		8				\$90.00		0.00			
Week:		08/23/21	08/29/21	MTWTF--		8				\$90.00		0.00			
Week:		08/30/21	09/05/21	MTWTF--		8				\$90.00		0.00			
Week:		09/06/21	09/12/21	MTWTF--		8				\$90.00		0.00			
N 6	KRCX	08/02/21	09/10/21	M-F 3p-7p M-F 3p-7p	CM	3p-7p	MTWTF--	1:00	8	\$105.00	P-01	0.00	NM	48	\$5,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/28/21	08/03/21	--WTF--		6				\$105.00		0.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/02/21	08/08/21	MTWTF--		8				\$105.00		0.00			
Week:		08/09/21	08/15/21	MTWTF--		8				\$105.00		0.00			
Week:		08/16/21	08/22/21	MTWTF--		8				\$105.00		0.00			
Week:		08/23/21	08/29/21	MTWTF--		8				\$105.00		0.00			
Week:		08/30/21	09/05/21	MTWTF--		8				\$105.00		0.00			
Week:		09/06/21	09/12/21	MTWTF--		8				\$105.00		0.00			
N 7	KRCX	07/31/21	09/12/21	Sa-Su 6a-7p Sa-Su 10a-7p	CM	10:00 AM-7:00 PM (10:00 AM-7:00 PM)	-----SS	1:00	4	\$85.00	P-01	0.00	NM	28	\$2,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/31/21	08/06/21	-----SS		4				\$85.00		0.00			
Week:		08/07/21	08/13/21	-----SS		4				\$85.00		0.00			
Week:		08/14/21	08/20/21	-----SS		4				\$85.00		0.00			
Week:		08/21/21	08/27/21	-----SS		4				\$85.00		0.00			
Week:		08/28/21	09/03/21	-----SS		4				\$85.00		0.00			
Week:		09/04/21	09/10/21	-----SS		4				\$85.00		0.00			
Week:		09/11/21	09/17/21	-----SS		4				\$85.00		0.00			
Totals													190	\$17,770.00	

Jul 27, 21

CONT# 35224189 Mod# Ver# 1 (Last =)
REP EASTMAN

DDS CONT# 0
C/P/E: / / 2519

**** Competitive Comments ****

SVC:

Demo Adults 25-49

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

LETTER OF AUTHORIZATION

Stop the Republican Recall of Governor Newsom
1787 Tribute Road, Suite K
Sacramento, CA 95815

June 8, 2021

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 “Stop the Republican Recall of Governor Newsom”. Our official information is as follows:

Name *Stop the Republican Recall of Governor Newsom*
Address *1787 Tribute Road, Suite K, Sacramento, CA 95815*
Phone *209-210-8950*
Name of Chairman *Governor Newsom*
Name of Treasurer *Shawnda Deane*
Committee I.D.# *1436851*

Signature *(Can be any authorized agent)*
Typed Name Official /Title for the Campaign
Madeline Franklin/Deputy Campaign Manager

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Sheri Sadler, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

SEE LETTER OF AUTHORIZATION

Authorized committee:

SEE LETTER OF AUTHORIZATION

Agency requesting time (and contact information):

N/A

Candidate's political party:

Office sought (no acronyms or abbreviations):

Date of election:

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:

Sheri Sadler

Signature:

Martha Tomassilli

Name: Sheri Sadler

Name:

MARTHA TOMASSILLI

Date of Request to Purchase Ad Time:

7-27-21

Date of Station Agreement to Sell Time:

7-27-21

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:

Sheri Sadler

Name: Sheri Sadler

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No Date ad received: 7-27-21

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 #: <u>598392</u>	Station Call Letters: <u>KRCX-FM</u>	Date Received/Requested: <u>7-27-21</u>
Est. #: <u>2519</u>	Station Location: <u>SACRAMENTO, CA</u>	Run Start and End Dates: <u>7-28 to 9-12-21</u>

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.