#OO9723# #1111102758# #2064227#

Origin Bank

PO BOX 14262 PH. 318-372-9627 MONROE, LA 71207

03/14/2024

PAY TO THE ORDER OF

The Radio People

\*\*363.80

Three hundred sixty-three and 80/100\*\*\*\*\*\*\*\*\*

DOLLARS

9723

The Radio People 1109 Hudson Lane Monroe, Louisiana 71201

**MEMO** 

Ezerneck - 3/15-16

QUEST COMMUNICATIONS

03/14/2024

The Radio People

9723

363.80

**Quest Communications 2023** 

Ezerneck - 3/15-16

363.80

**QUEST COMMUNICATIONS** 

03/14/2024

The Radio People

9723

363.80

#### CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

, Quest Communications by Sherry Mahaffey	, hereby request station time as follows:
IDENTIFY CANDIDATE TYPE	RAL CANDIDATE E OR LOCAL CANDIDATE
ALL QUESTIONS/BLOCK	S MUST BE COMPLETED
Candidate name: Gretchen Ezernack (Gretchen Ezernack Campaign)	
Authorized committee: N/A	
Agency requesting time (and contact information):  N/A Quest Communications/Sherry Mahaffey/318-372-96	27
Candidate's political party: Republicn	
Office sought (no acronyms or abbreviations):  Monroe City Council District 2	
Date of election: 3/23/2024	General Primary
Treasurer of candidate's authorized committee:	
The undersigned represents that:	
(1) the payment for the broadcast time requested has been fur	nished by (check one box below):
the candidate listed above who is a legally qualified car	
the authorized committee of the legally qualified candi	
(2) this station is authorized to announce the time as paid for b	
(3) this station has disclosed its political advertising policies, inc and other sales practices (not applicable to federal candidate	
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: Shoraha Me	Signature:
Name: Quest Communications by Sherry Mahaffey	Name:
Date of Request to Purchase Ad Time: 3/13/2024	Date of Station Agreement to Sell Time:

#### 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 Date ad received: Ad submitted to Station? Yes No Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy). No N/A Yes Federal candidate certification signed (above): 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): Date Received/Requested: Station Call Letters: Contract #: Run Start and End Dates: Station Location: Est. #: 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.

# **GRETCHEN EXERNACK 3 STATION**



From: Kerri Taylor

Phone: (318) 388-2323

Email: kerri@radiopeople.com 3/14/2024 9:51 AM

Flight Dates: 03/15/2024 - 03/16/2024

Radio Market: MONROE, LA

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The first demo listed is the Primary Demo.

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# **GRETCHEN EXERNACK 3 STATION**



From: **Kerri Taylor**Phone: (318) 388-2323

Email: kerri@radiopeople.com 3/14/2024 9:51 AM

	The same of the sa						One Week Total		Flight A - 1 wk (03/1)	KMLB-AM	And the second s
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The first demo listed is the Primary Demo.

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# **GRETCHEN EXERNACK 3 STATION**



From: Kerri Taylor

Phone: (318) 388-2323

Email: kerri@radiopeople.com

3/14/2024 9:51 AM

#### Schedule Grand Totals: 1 Week

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600	,500	5,500	,600	
\$86.40	\$17.05	\$33.28	\$32.43	CPM

Accepted by Station

Date

Accepted by Client

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 race, gender or ethnicity. 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 the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

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### **Detailed Sourcing Summary**

Radio Market: MONROE, LA

Survey: Average of Nielsen Radio Fall 2023, Nielsen Radio Spring 2023

Geography: Metro

Daypart: Multiple Dayparts Used

#### Demo/Intab/Population:

326	38,400	Adults 35-54 (Primary)
11100	Fobulation	Age/Gelidel
1107		V/C4

Stations: User Selected

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. 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. 

Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at 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, Mondayleast one diarykeeper

software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC Accredited Services Markets.pdf 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

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:

https://rre.nielsen.com http://ascription.nielsen.com

Rating Reliability Estimator:

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. https://ebook.nielsen.com/secure/RR8/2023FAL/0585/pdfs/SpecialNotices.pdf https://ebook.nielsen.com/secure/RR8/2023SPR/0585/pdfs/SpecialNotices.pdf

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