

QUEST COMMUNICATIONS

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

Origin Bank

9723

03/14/2024

PAY TO THE ORDER OF The Radio People

\$ **363.80

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

The Radio People
1109 Hudson Lane
Monroe, Louisiana 71201

[Handwritten Signature]
AUTHORIZED SIGNATURE

MEMO
Ezerneck - 3/15-16

⑈009723⑈ ⑆111102758⑆ ⑈2064227⑈

QUEST COMMUNICATIONS

03/14/2024 The Radio People

9723

363.80

[Handwritten Signature]

Quest Communications 2023

Ezerneck - 3/15-16

363.80

QUEST COMMUNICATIONS

03/14/2024 The Radio People

9723

363.80

*Rec'd
check
is
coming*

Quest Communications 2023

Ezerneck - 3/15-16

363.80

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Quest Communications by Sherry Mahaffey, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS 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/318-372-9627

Candidate's political party:

Republican

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 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

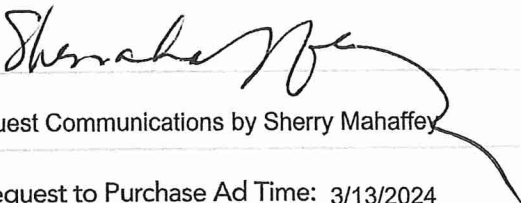
(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

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:



Name: Quest Communications by Sherry Mahaffey

Date of Request to Purchase Ad Time: 3/13/2024

Signature:

Name:

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

Ad submitted to Station? Yes No Date ad received: _____

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 #:	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

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
 Demo: P 35-54

Radio Market: MONROE, LA
 Survey: FA23 / SP23
 Geography: Metro

ScheduledDescription:
 CITY COUNSEL DIST 2

Radio Total	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
Radio Total			33		\$12.97	\$428.00	1.0%	\$11.26	380	100%	100%	17.2%	6,600	2.2	14,800
KLLO-FM			11		\$16.64	\$183.00	1.3%	\$12.98	14.1	37%	43%	7.0%	2,700	2.0	5,500
Flight A - 1 wk (03/11)															
One Week Total			11		\$16.64	\$183.00	1.3%	\$12.98	14.1	37%	43%	7.0%	2,700	2.0	5,500
	F 6A-10A		11		\$16.64	\$183.00	1.3%	\$12.98	14.1	37%	43%	7.0%	2,700	2.0	5,500
	F 10A-3P		2	30	\$18.00	\$36.00	1.8%	\$10.00	3.6	26%	20%	2.6%	1,000	1.4	1,400
	F 3P-7P		1	30	\$18.00	\$18.00	2.1%	\$8.57	2.1	15%	10%	2.1%	800	1.0	800
	F 7P-12M		2	30	\$18.00	\$36.00	1.0%	\$18.00	2.0	14%	20%	1.8%	700	1.1	800
	Sa 6A-10A	SA1	1	30	\$18.00	\$18.00	0.8%	\$22.50	0.8	6%	10%	0.8%	300	1.0	300
	Sa 10A-3P	SA2	2	30	\$15.00	\$30.00	0.5%	\$30.00	1.0	7%	16%	1.0%	400	1.0	400
	Sa 3P-7P	SA3	2	30	\$15.00	\$30.00	1.8%	\$8.33	3.6	26%	16%	2.6%	1,000	1.4	1,400
KMXX-FM			11		\$15.00	\$150.00	1.0%	\$15.00	1.0	7%	8%	1.0%	400	1.0	400
Flight A - 1 wk (03/11)															
One Week Total			11		\$13.64	\$150.00	2.1%	\$6.79	22.1	58%	35%	10.7%	4,100	2.1	8,500
	F 6A-10A		11		\$13.64	\$150.00	2.1%	\$6.79	22.1	58%	35%	10.7%	4,100	2.1	8,500
	F 10A-3P		2	30	\$15.00	\$30.00	2.6%	\$5.77	5.2	24%	20%	3.9%	1,500	1.3	2,000
	F 3P-7P		1	30	\$15.00	\$15.00	2.3%	\$6.52	2.3	10%	10%	2.3%	900	1.0	900
	F 7P-12M		2	30	\$15.00	\$30.00	2.6%	\$5.77	5.2	24%	20%	3.9%	1,500	1.3	2,000
	Sa 6A-10A	SA1	1	30	\$15.00	\$15.00	1.3%	\$11.54	1.3	6%	10%	1.3%	500	1.0	500
	Sa 10A-3P	SA2	2	30	\$12.00	\$24.00	1.6%	\$7.50	3.2	14%	16%	2.1%	800	1.5	1,200
	Sa 3P-7P	SA3	2	30	\$12.00	\$24.00	1.8%	\$6.67	3.6	16%	16%	2.9%	1,100	1.3	1,400
	Sa 3P-7P	SA3	1	30	\$12.00	\$12.00	1.3%	\$9.23	1.3	6%	8%	1.3%	500	1.0	500

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio Information: MONROE, LA; FA23 / SP23; Metro; Multiple Dayparts Used; P 35-54; See Detailed Sourcing Page for Complete Details.
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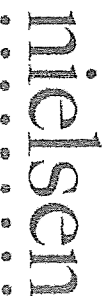
GRETCHEN EXERNACK 3 STATION



From: Kerri Taylor
 Phone: (318) 388-2323
 Email: kerri@radiopleople.com
 3/14/2024 9:51 AM

Flight	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
Flight A - 1 wk (03/11)			11		\$8.64	\$95.00	0.3%	\$52.78	1.8	5%	22%	0.5%	200	3.0	600
One Week Total			11		\$8.64	\$95.00	0.3%	\$52.78	1.8	5%	22%	0.5%	200	3.0	600
	F 6A-10A		2	30	\$10.00	\$20.00	0.3%	\$33.33	0.6	33%	21%	0.3%	100	2.0	200
	F 10A-3P		2	30	\$10.00	\$20.00	0.3%	\$33.33	0.6	33%	21%	0.3%	100	2.0	200
	F 3P-7P		1	30	\$10.00	\$10.00	0.0%	\$0.00	0.0	0%	11%	0.0%	0	0.0	0
	F 7P-12M		1	30	\$10.00	\$10.00	0.0%	\$0.00	0.0	0%	11%	0.0%	0	0.0	0
	Sa 6A-10A	SA1	2	30	\$7.00	\$14.00	0.0%	\$0.00	0.0	0%	15%	0.0%	0	0.0	0
	Sa 10A-3P	SA2	2	30	\$7.00	\$14.00	0.3%	\$23.33	0.6	33%	15%	0.3%	100	2.0	200
	Sa 3P-7P	SA3	1	30	\$7.00	\$7.00	0.0%	\$0.00	0.0	0%	7%	0.0%	0	0.0	0

The first demo listed is the Primary Demo.
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GRETCHEN EXERNACK 3 STATION



From: Kerr Taylor
 Phone: (318) 388-2323
 Email: kerrt@radiopeople.com
 3/14/2024 9:51 AM

Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gis	CPM
Radio Total	33	\$12.97	\$428.00	1.0%	\$11.26	38.0	100%	100%	17.2%	6,600	2.2	14,600	\$32.43
KLO-FM	11	\$16.64	\$183.00	1.3%	\$12.98	14.1	37%	43%	7.0%	2,700	2.0	5,500	\$33.28
KMXX-FM	11	\$13.64	\$150.00	2.1%	\$6.79	22.1	58%	35%	10.7%	4,100	2.1	8,500	\$17.05
KMLB-AM	11	\$8.64	\$95.00	0.3%	\$52.78	1.8	5%	22%	0.5%	200	3.0	600	\$86.40

Accepted by Station

Date

Ernst Communications
Ernst Communications

3-14-2024

Accepted by Client

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 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:

Age/Gender	Population	Intab
Adults 35-54 (Primary)	38,400	326

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, Nielsen will 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 and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.attribution.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:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://rne.nielsen.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.

<https://lebook.nielsen.com/secure/RR8/2023FAL/0585/pdfs/SpecialNotices.pdf>

<https://lebook.nielsen.com/secure/RR8/2023SPR/0585/pdfs/SpecialNotices.pdf>

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