CANDIDATE ADVERTISEMENT AGREEMENT FORM

See Order for proposed schedule and charges. S	See Invoice for actual schedule and charges.
, Quest Communications by Sherry Mahaffey	, hereby request station time as follows:
IDENTIFY CANDIDATE TYPE STATE	RAL CANDIDATE OR LOCAL CANDIDATE
ALL QUESTIONS/BLOCKS	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 fun	
the candidate listed above who is a legally qualified car	
the authorized committee of the legally qualified candid	
(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: Shenaha 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:



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

GIS

14,600

5,500

5,500

Hight Dates: 03/15/2024 - 03/16/2024	J24 - U3/16/2024			Xaq	Radio Market: MUNKUE, LA	JNKOE, LA									
Demo: P 35-54				• • • •	Survey: FA23 / SP23	23 / SP23				••••					
				 ഹ	Geography: Metro	etro									
ScheduleDescription:				••••											
CITY COUNSEL DIST 2	Γ2														
The state of the s	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	
Radio Total			쓚		\$12.97	\$428.00	1.0%	\$11.26	38.0	100%	100%	17.2%	6,600	22	
KJLO-FM			=		\$16.64	\$183.00	1.3%	\$12.98	F	37%	43%	7.0%	2,700	2.0	1.14
Flight A - 1 wk (03/11)			ANALYSIS OF THE PROPERTY OF TH	to decomposition which we are a final decomposition of the		of April control great and or teatre formation that great gr	to a transmission of a management of the state of the sta	en para de desta de la composição de la	Audional Co. Avenuation for the Property and	emple) per el trianción altribation per la	Ned accessors with a control of the	Legan techniques i construendance pro-	And the second desired the second desired to the second desired to the second desired to the second desired to	The control of the co	***************************************
			1	and the second of the second o	\$16.64	\$183.00	1.3%	\$12.98	14.1	37%	43%	7.0%	2,700	2.0	1
One Week Total	AND ADDRESS OF THE PARTY OF THE		1		\$16.64	\$183.00	1.3%	\$12.98	14.1	37%	43%	7.0%	2,700	2.0	ĺ
	F 6A-10A		2 30	ŏ	\$18.00	\$36.00	1.8%	\$10.00	3.6	26%	20%	2.6%	1,000	1,4	ì
	F 10A-3P		1 30	õ	\$18.00	\$18.00	2.1%	\$8.57	2.1	15%	10%	2.1%	800	1.0	4
	F 3P-7P		2 30	ŏ	\$18.00	\$36.00	1.0%	\$18.00	2.0	14%	20%	1.8%	700	1.1	
and the first of t	F 7P-12M		1 30	Õ	\$18.00	\$18.00	0.8%	\$22.50	0.8	6%	10%	0.8%	300	1.0	
	Sa 6A-10A	SA1	2 30	80	\$15.00	\$30.00	0.5%	\$30.00	1.0	7%	16%	1.0%	400	1.0	
and the state of t	Sa 10A-3P	SA2	2 30	ŏ	\$15.00	\$30.00	1.8%	\$8.33	3.6	26%	16%	2.6%	1,000	1.4	
remonantary a 17 de destary (10) (And proceded transposed by many a 5,000 to be on the procession of the procession of the destary of the procession of the	Sa 3P-7P	SA3	1 30	30	\$15.00	\$15.00	1.0%	\$15.00	1.0	7%	8%	1.0%	400	1.0	To the second
KMVX-FM	The state of the s		1		\$13.64	\$150.00	2.1%	\$6.79	22.1	58%	35%	10.7%	4,100	21	14
Flight A - 1 wk (03/11)	ry of Colony In-Colony project or yet (Colony) and the colony of the col	Stranger St. Million and comment from the part	And the same of th	- many and and a second and a s	and the same of	Amondo tentral construction of the constructio						-	of still physical and several strains of the state of the	Section of the second control of the second	3
and the state of t	And the state of t	Annual control of the	11		\$13.64	\$150.00	2.1%	\$6.79	22.1	58%	35%	10.7%	4,100	2.1	
One Week Total			1		\$13.64	\$150.00	2.1%	\$6.79	22.1	58%	35%	10.7%	4,100	2.1	1
	F 6A-10A	and the state of t	2 3	8	\$15.00	\$30.00	2.6%	\$5.77	5.2	24%	20%	3.9%	1,500	1.3	1
THE RACK OF ALCOHOLOGY (VALUE TO A processment on What of a chieff of the chief of	F 10A-3P			30	\$15.00	\$15.00	2.3%	\$6.52	2.3	10%	10%	2.3%	900	1.0	Ì
When the desired the contract of the contract	F 3P-7P		2 30	80	\$15.00	\$30.00	2.6%	\$5.77	5.2	24%	20%	3.9%	1,500	1.3	7
	F 7P-12M	The state of the s		30	\$15.00	\$15.00	1.3%	\$11.54	1.3	6%	10%	1.3%	500	1.0	
	Sa 6A-10A	SA1	2 30	õ	\$12.00	\$24.00	1.6%	\$7.50	3.2	14%	16%	2.1%	800	1.5	1
	Sa 10A-3P	SA2	2 :	30	\$12.00	\$24.00	1.8%	\$6.67	3.6	16%	16%	2.9%	1,100	1.3	-
A commence of the commence of	Sa 3P-7P	SA3	1	30	\$12.00	\$12.00	1.3%	\$9.23	1.3	6%	8%	1.3%	500	1.0	-

5,500 1,400 800 800 300 400 1,400 400 8,500

8,500

8,500 2,000 900 2,000 2,000 500 1,200 1,400 500

The first demo listed is the Primary Demo.

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

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

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Daypart	
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Length	Particular report to the control of
Unit Rate	
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요	as accommoding a text of the SPACE
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GRPs	American management of the following of
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% of Tote	Contractor Personal Contractor
31 %R	A PARTY OF THE PAR
each	and derivations and and
Net Reach	PARTITION AND REPORT OF THE PARTITION OF
Frequency	Application from Canada and Canad
~	Agricultural Indiana Company
	3

00.14	2 20 67 00 674 00	SA1 2 30 \$7.00 \$14.00	F 7P-12M 1 30 \$10.00 \$10.00 0.0%	1 30 \$10.00 \$10.00	2 30 \$10.00 \$20.00	2 30 \$10.00 \$20.00			Flight A - 1 wk (03/11)	KMLB-AM \$8.64 \$95.00 0.3%	Daypart Daypart Spots Length Unit Rate Total Cost Average Code
THE RESIDENCE OF THE PARTY OF T	\$23,33	\$0,00	\$0.00	\$0.00	\$33.33	\$33.33	\$52.78	\$52.78		\$52.78	
	0.6	0.0	0.0	0.0	0.6	0.6	1.8	1.8	Approximate the contract of th	1.8 5%	GRPs % of GRPs
2	33% 15%	0% 15%	0% 11%	0% 11%	33% 21%	33% 21%	5% 22%	5% 22%		5% 22%	% of Total Cost
9	0.3%	0.0%	0.0%	0.0%	0.3%	0.3%	0.5%	0.5%	ted dig species compared to the first time and property of the time.	0.5%	% Reach I
>	100	0	0	0	18	100	200	200	ore and other managed as a second residence of the sec	200	Net Reach
<u> </u>	2.0	0.0	0.0	0.0	2.0	2.0	3.0	3.0	No. 1990 They appropriate the destrict Williams and the Original Land	3.0	Frequency
3	200	0	0	0	200	200	600	600	reductional development as the text to occu-	600	Gls

The first demo listed is the Primary Demo.

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CANDIDATE ADVERTISEMENT AGREEMENT FORM

See Order for proposed schedule and charges. S	ee Invoice for actual schedule and charges, hereby request station time as follows:
IDENITIEY CANDIDATE TYPE	RAL CANDIDATE 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/318-372-96	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 fun	nished by (check one box below):
the candidate listed above who is a legally qualified car	didate, or
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, 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:	Signature:

Name:

Date of Station Agreement to Sell Time:

Name: Quest Communications by Sherry Mahaffey

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

to an opposing candidate or, if it does, (2) for a duration of at least four seconds and the candidate approved the broadcast and	broadcast matter to be aired pursuant to the contains a clearly identifiable photograph of a simultaneously displayed printed statement that the candidate and/or the candidate's ins a personal audio statement by the candidate has approved the broadcast.	or similar image of the candidate nent identifying the candidate, that is authorized committee paid for the
Candidate/Authorized Committee/A	gency	
Signature:		
Name:		
Date:		
TO	BE COMPLETED BY STATION ON	ILY
Ad submitted to Station? Yes	No Date ad received:	
Note: Must have separate PB-19 Form	ms for each version of the ad (i.e., for e	very ad with differing copy).
Federal candidate certification signed (ab	pove): Yes No	
Disposition: Accepted Accepted IN PART (e.g., ad copy Rejected – provide reason:	not yet received to determine sponsor ID)	*
*Upload partially accepted form, then pro	omptly upload updated final form when co	mplete.
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:
use this space to document schedule of t	raffic system print-out) or other documents in time purchased, when spots actually aired, to will not upload the actual times spots aired to information immediately should be placed	the rates charged and the classes of time



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	4	 رچ	Radio Market: MONROE, LA	ONROE, LA								
Demo: P 35-54			Survey: FA23 / SP23	A23 / SP23								
			Geography: Metro	letro								
ScheduleDescription:		** * * * *										
CITY COUNSEL DIST 2												
Daypart	Daypart Code	Spots Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	GRPs	% of Total Cost	% Reach	% Reach Net Reach	Frequency
Radio Total		33	\$12.97	\$428.00	1.0%	\$11.26	38.0	100%	100%	17.2%	6,600	22
KJLO-FM			\$16.64	\$183.00	1.3%	\$12.98	14.1	37%	43%	7.0%	2,700	2.0
Flight A - 1 wk (03/11)	enconnected for a contract that contract the part of property of property of the contract of the part	hadigunging dan juma san di dalam kan kananan dalam dan kananan dan kananan dan kananan dan kananan kananan da	And a special part of the control of		The same of the sa			The second secon	And the second contract of the second	min promise and make the design second	en e	A STATE OF STREET, ST.
		The state of the s	\$16.64	\$183.00	1.3%	\$12.98	14.1	37%	43%	7.0%	2,700	2.0
One Week Total			\$16.64	\$183.00	1.3%	\$12.98	14.1	37%	43%	7.0%	2,700	2.0
F 6A-10A		2 30	\$18.00	\$36.00	1.8%	\$10.00	3.6	26%	20%	2.6%	1,000	1,4
F 10A-3P		1 30	\$18.00	\$18.00	2.1%	\$8.57	2.1	15%	10%	2.1%	800	1.0
F 3P-7P		2 30	\$18.00	\$36.00	1.0%	\$18.00	2.0	14%	20%	1.8%	700	1
F 7P-12M	AP-12-5 1-51 1	1 30	\$18.00	\$18.00	0.8%	\$22.50	0.8	6%	10%	0.8%	300	1.0
Sa 6A-10A	SA1	2 30	\$15.00	\$30.00	0.5%	\$30.00	1.0	7%	16%	1.0%	400	1.0
Sa 10A-3P	SA2	2 30	\$15.00	\$30.00	1.8%	\$8.33	3.6	26%	16%	2.6%	1,000	1,4
Sa 3P-7P	SA3	1 30	\$15.00	\$15.00	1.0%	\$15.00	1.0	7%	8%	1.0%	400	1.0
KMVX-FM			\$13.64	\$150.00	2.1%	\$6.79	22.1	58%	35%	10.7%	4,100	21
Flight A - 1 wk (03/11)	erity (vyrya mando nej dometom filmerinda, nel tratazió estato por proprieta en en	mana and defend of the commence sensions of the sension of the sen	adeas de moi a paradesta de la malada de moi defenda de moi d	American for conceptual management of the model of the mo	The second secon				entre demonstration of the advantage of the control	Comment of the comments are not find the second	Contract of the Contract of th	and the management of the second of the seco
			\$13.64	\$150.00	2.1%	\$6.79	22.1	58%	35%	10.7%	4,100	21
One Week Total			\$13.64	\$150.00	2.1%	\$6.79	22.1	58%	35%	10.7%	4,100	2.1
F 6A-10A		2 30	\$15.00	\$30.00	2.6%	\$5.77	5.2	24%	20%	3.9%	1,500	: : : : : : : : : : : : : : : : : : :
F 10A-3P		1 30	\$15.00	\$15.00	2.3%	\$6.52	2.3	10%	10%	2.3%	900	1.0
F 3P-7P		2 30	\$15.00	\$30.00	2.6%	\$5.77	5.2	24%	20%	3.9%	1,500	1.3
F 7P-12M	,	1 30	\$15.00	\$15.00	1.3%	\$11.54	1.3	6%	10%	1.3%	500	1.0
Sa 6A-10A	SA1	2 30	\$12.00	\$24.00	1.6%	\$7.50	3.2	14%	16%	2.1%	800	5
Sa 10A-3P	SA2	2 30	\$12.00	\$24.00	1.8%	\$6.67	3.6	16%	16%	2.9%	1,100	1.3
Sa 3P-7P	SA3	1 30	\$12.00	\$12.00	1.3%	\$9.23	1.3	6%	8%	1.3%	500	1.0

5,500 1,400 800 800 300 400 1,400 400 8,500

14,600 5,500

GIS

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8,500 2,000 900 2,000 500 1,200

8,500



From: Kerri Taylor

Phone: (318) 388-2323

Email: kerri@radiopeople.com

3/14/2024 9:51 AM

	Daypart	Daypart Code	Spots	Length l	Unit Rate	Total Cost	Average Rating	СРР	GRPs	GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
KMLB-AM			1		\$8.64	\$95.00	0.3%	\$52.78	1.8	5%	22%	0.5%	200	3.0	
Flight A - 1 wk (03/11)					The state of the s	manufacture of an Action of manufacture of manufact	a the distribution of the property of the prop	and for presentation is a new contract and another subsequently and the second contract and another second contrac	The state of the s		the state of the s	Account to the second s		· · · · · · · · · · · · · · · · · · ·	American de voi
			-		\$8.64	\$95.00	0.3%	\$52.78	1.8	5%	22%	0.5%	200	3.0	
One Week Total			<u></u>		\$8.64	\$95.00		\$52.78	1.8	5%	22%	0.5%	200	3.0	-
	F 6A-10A		2 30		\$10.00	\$20.00		\$33.33	0.6	33%	21%	0.3%	100	2.0	
	F 10A-3P		2 30		\$10.00	\$20.00		\$33.33	0.6	33%	21%	0.3%	100	2.0	
	F 3P-7P		1 30		\$10.00	\$10.00		\$0.00	0.0	0%	11%	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	A Comment
	Sa 6A-10A	SA1	2 30		\$7.00	\$14.00		\$0.00	0.0	0%	15%	0.0%	0	0.0	
	Sa 10A-3P	SA2	2 30	A second	\$7.00	\$14.00	0.3%	\$23.33	0.6	33%	15%	0.3%	100	2.0	
	Sa 3P-7P	SA3	1 30		\$7.00	\$7.00	0.0%	\$0.00	0.0	0%	7%	0.0%	0	0.0	

The first demo listed is the Primary Demo.

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APSCAN

From: Kerri Taylor

Phone: (318) 388-2323

Email: kerri@radiopeople.com

3/14/2024 9:51 AM

Schedule Grand Totals: 1 Week

KMLB-A	KWVX-F	KJLO-FM	Radio To	
S	2	middle and a confidence of the	<u>ā</u>	Stations
		and the state of t		
	_	a contrar en manares en la contrar en la con	33	Spots
9.00	\$13.6	\$16.64	\$12.9	Unit Rate
	Control of the contro	TO STATE OF THE PARTY OF THE PA		Total Cost
\$95,00	\$150.00	\$183.00		
0.3%	2.1%	1.3%	1.0%	Average
	red medical and colours			유
\$52.78	\$6.79	\$12.98	\$11.26	CPP
1.8	22.1	14.1	38.0	GRPs
5%	58%	37%	100%	% of GRPs
22%	35%	43%	100%	% of Total
0.5%	10.7%	7.0%	17.2%	% Reach
200	4,100	2,700	6,600	Net Reach
3.0	21	2.0	2.2	Frequency
600	8,500			Gls
\$86.40	\$17.05	\$33.28		CPM

Accepted by Station

Accepted by Client

Date

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:

Population

Stations: User Selected

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

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.arbitron.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://rre.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://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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