



**Remit Address:**  
**KASY**  
PO Box 844304  
Dallas, TX 75284  
Main: (505) 243-2285  
Billing: (317) 296-3100

# INVOICE

Advertiser	POL/Lara for Congress
Product	Rocky Lara/ Congress / D
Estimate Number	1095

Invoice #	499551-1
Invoice Date	10/19/14
Invoice Month	October 2014
Invoice Period	09/29/14 - 10/19/14

Station	KASY
Account Executive	KASY National House
Sales Office	National House
Sales Region	National

Order #	499551
Alt Order #	9422579
Deal #	
Order Flight	10/13/14 - 10/30/14

**Billing Address:**  
**Screen Strategies Media**  
Attention: Accounts Payable  
11150 Fairfax Boulevard  
Suite 505  
Fairfax, VA 22030  
USA

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	KASY	Mon Hour 2	Mon Hour 2		10/13/14 to 10/19/14	1x	M-----				
	KASY	Thur Hour 2	Th 8p-9p		10/13/14	:30	8:16 PM	RLTV1402H	\$120.00		1
	KASY	Fri Hour 2	F 8p-9p		10/13/14 to 10/19/14	1x	---T---				
	KASY	Sun Hour 2	Su 8p-9p		10/13/14 to 10/19/14	1x	-----S				
	KASY				10/13/14	:30	8:30 PM	RLTV1402H	\$75.00		1
	KASY				10/13/14 to 10/19/14	1x	-----S				
	KASY				10/13/14	:30	8:29 PM	RLTV1402H	\$65.00		1

Aired Spots

<u>Gross Total</u>	\$260.00
<u>Agency Commission</u>	\$39.00
<u>Net Amount Due</u>	\$221.00
<u>NM Gross Rec Tax ALB</u>	7.0%
<u>Amount Due</u>	\$236.47

Payment Terms 30 Days

Subject to our standard terms and conditions located at [www.linmedia.com/multiplatform-ad-solutions](http://www.linmedia.com/multiplatform-ad-solutions).

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twelve (12) months from the date of this invoice. If you are unable to resolve a payment dispute with your station, please call 1-317-704-8747 to reach our Accounts Receivable department. If you wish to report possible misconduct, you may reach our compliance hotline at 1-877-363-3072.



**KASY**  
**13 Broadcast Plaza**  
**Albuquerque, NM 87104**  
**(505) 243-2285**

# CONTRACT

<b>Contract / Revision</b> 499551 /		<b>Alt Order #</b> 9422579
<b>Product</b> Rocky Lara/ Congress / D		
<b>Contract Dates</b> 10/13/14 - 10/30/14		<b>Estimate #</b> 1095
<b>Advertiser</b> POL/Lara for Congress		<b>Original Date / Revision</b> 10/02/14 / 10/29/14
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KASY	<b>Account Executive</b> KASY National House	<b>Sales Office</b> National House
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Screen Strategies Media**  
**11150 Fairfax Boulevard**  
**Suite 505**  
**Fairfax, VA 22030**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KASY	10/13/14	10/13/14	Mon Hour 2	Mon Hour 2		:30				NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	M-----				1	\$120.00				
N 2	KASY	10/16/14	10/16/14	Thur Hour 2	Th 8p-9p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	---T---				1	\$80.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	KASY	10/13/14-10/19/14	Thur Hour 2	Th 8p-9p	----Th----	:30		\$80.00		NM		
	Credited												
N 3	KASY	10/17/14	10/17/14	Fri Hour 2	F 8p-9p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	----F--				1	\$75.00				
N 4	KASY	10/19/14	10/19/14	Sun Hour 2	Su 8p-9p		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	-----S				1	\$65.00				
D 5	KASY	10/30/14	10/30/14	Th 8p-9p	Th 8p-9p		:30				NM	0	\$0.00
Totals												3	\$260.00

\*Tax 1 Note: NM Gross Rec Tax ALB 7%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
09/29/14 - 10/19/14	3	\$260.00	(\$39.00)	\$221.00	\$15.47	\$236.47
<b>Totals</b>	<b>3</b>	<b>\$260.00</b>	<b>(\$39.00)</b>	<b>\$221.00</b>	<b>\$15.47</b>	<b>\$236.47</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

# Spot Manager: All, 10/13/14-10/19/14



Alt Order #	Advertiser	Order	Inv. Code	Book	Time Period	Length	Priority	Order	Product	Description	Estimate	Air Time	Ad-ID	Rate	Program (Placed*)
Date: 10/13/14															
Station: KASY															
9422579	POL/Lara for Congress	499551	Mon Hour 2		Mon Hour 2	:30	P3		Rocky Lara/ Congress / D		1095	8:15:40 PM	RLTV1402H	\$120.00	Law & Order: SVU
														\$120.00	
Date: 10/17/14															
Station: KASY															
9422579	POL/Lara for Congress	499551	Fri Hour 2		F 8p-9p	:30	P4		Rocky Lara/ Congress / D		1095	8:30:29 PM	RLTV1402H	\$75.00	Bones
														\$75.00	
Date: 10/19/14															
Station: KASY															
9422579	POL/Lara for Congress	499551	Sun Hour 2		Su 8p-9p	:30	P4		Rocky Lara/ Congress / D		1095	8:28:45 PM	RLTV1402H	\$65.00	Bones (SYN)
														\$65.00	
														\$65.00	
														\$260.00	

[Sorted by: Station]

## Aracely Atayde

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**From:** Caroline Davis <Davis.Caroline@ScreenStrategies.com>  
**Sent:** Monday, October 27, 2014 2:35 PM  
**To:** Aracely Atayde  
**Subject:** RE: KASY - Lara

Yes that's fine.

Caroline Davis  
Screen Strategies Media  
11150 Fairfax Blvd, Suite 505  
Fairfax, VA 22030  
703-272-7300



**From:** Aracely Atayde [<mailto:aracely.atayde@kwbg.com>]  
**Sent:** Monday, October 27, 2014 11:40 AM  
**To:** Caroline Davis  
**Subject:** KASY - Lara

Hello Caroline,

We had a spot come out due to technical difficulties.

TH 10/16 8p-9p @ \$80

Could we make good the spot this week STP?

*— made good on #505574*

Thanks  
Aracely



**Aracely Atayde | National Sales Assistant**

New Mexico's CW (KWBQ)/My50-TV (KASY)  
13 Broadcast Plaza SW, Albuquerque, NM 87104  
Office: 505-938-4458 | Fax: 505-344-1145  
[Aracely.Atayde@newmexicocw.tv](mailto:Aracely.Atayde@newmexicocw.tv)

# ORDER WORKSHEET

Rep Order# 9422579 Ver# 3 Status Revised Traffic Order# 499551 Printed: 10/28/14 7:13 PM 1 of 2  
 EC'd No Last Received: 10/28/14 6:26 PM

Showing Buylines: All Rep and Station Changes

Station KASY-TV ALBUQUERQUE NM  
 Advertiser (LARA) LARA, ROCKY  
 Product LARA/CD  
 Estimate# 1095  
 Buyer CAROLINE DAVIS  
 Agency (SSM2) SCREEN STRATEGIES MEDIA  
 11150 FAIRFAX BLVD, SUITE 505  
 FAIRFAX, VA 22030  
 Agency C/P1/P2/E /1095  
 Flight Dates 10/13/14-10/19/14  
 Rep Firm KATZ CONTINENTAL  
 Sales Office (DC) WASHINGTON  
 Salesperson (JN) JENNA NUBAR  
 Sales Assistant KELLY  
 Salesperson Phone# 202-872-5880  
 Salesperson Fax# 202-872-0263

## --- CONTRACT COMMENT ---

ROCKY LARA/CONGRESS/DEMOCRAT  
 \*\*\*\*\*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.

## --- REMARKS ---

10/28 - 1X NA ON LN 2 MDGD ON #9430462 ORIG TOT = \$340 REV TOT = \$260 PLS CNF. T/R KELLY FOR JENNA

Ln	Day	Time	Program	Len	RTG/IMP	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
2*	TH	8P-9P		30		\$80.00	10/16-10/16	0	1	0	\$0.00
Buy Comment: MENTALIST											
Sales remark: V3 1X DNA WILL BE MDGD ON #9430462											
V3 Comment Changed, Spots/week Changed											

## ---REPORT TOTALS---

Report Totals: 0 / \$0.00

## ---SALES MONTHLY TOTALS---

Oct2014: 3 / \$260.00  
 Order Totals: 3 / \$260.00  
 Total GRPS: 0.0

## ---COMPETITIVE---

Market Totals \$74,285.71  
 CABL .00% KASA 10.00% KASY .35% KOAT 35.00% KOB 20.00%  
 KRQE 33.00% KWBO 1.65%

Books [nul1]  
 Demos RA35+

# ORDER WORKSHEET

Rep Order# 9422579 Ver# 3  
EC'd No

Status Revised

Traffic Order# 499551

Last Received:  
Showing Buylines:

Printed: 10/28/14 7:13 PM  
10/28/14 6:26 PM  
All Rep and Station Changes

Station KASY-TV ALBUQUERQUE NM  
Advertiser (LARA) LARA, ROCKY  
Product LARA/C/D  
Estimate# 1095  
Buyer CAROLINE DAVIS

Agency (SSM2) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E /1095  
Flight Dates 10/13/14-10/19/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (JN1) JENNA NUBAR  
Sales Assistant KELLY  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

— CREDIT RISK —  
STANDARD CREDIT TERMS

# ORDER WORKSHEET

Rep Order# 9422579 Ver# 1 Status New

Traffic Order# 499551

Printed: 10/07/14 10:56 AM  
Last Received: 10/06/14 4:22 PM  
Showing Buylines: All Rep and Station Changes

1 of 2

Station KASY-TV ALBUQUERQUE NM  
Advertiser (LARA) LARA, ROCKY  
Product LARA/C/D  
Estimate# 1095  
Buyer CAROLINE DAVIS

Agency (SSM2) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E /1095  
Flight Dates 10/13/14-10/19/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (JN1) JENNA NUBAR  
Sales Assistant KELLY  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

## --- CONTRACT COMMENT ---

ROCKY LARA/CONGRESS/DEMOCRAT  
\*\*\*\*\*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.

## --- REMARKS ---

10/6 - NEW LARA ORDER SPOTS ARE 30S. SHARES ARE EST. PLS CNF. T/R KELLY FOR JENNA

Ln	Day	Time	Program	Len	RTG/IMP	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	M	8P-9P	-	30	-	\$120.00	10/13-10/13	1	1	1	\$120.00
Buy Comment: L&O SVU											
2	Th	8P-9P	-	30	-	\$80.00	10/16-10/16	1	1	1	\$80.00
Buy Comment: MENTALIST											
3	F	8P-9P	-	30	-	\$75.00	10/17-10/17	1	1	1	\$75.00
Buy Comment: BONES											
4	Su	8P-9P	-	30	-	\$65.00	10/19-10/19	1	1	1	\$65.00
Buy Comment: BONES											

## ---REPORT TOTALS---

Report Totals: 4 / \$340.00

## ---SALES MONTHLY TOTALS---

Oct2014: 4 / \$340.00

# ORDER WORKSHEET

Rep Order# 9422579 Ver# 1 Status New

Traffic Order#  
Last Received:  
Showing Buylines:

Printed: 10/07/14 10:56 AM  
10/06/14 4:22 PM  
All Rep and Station Changes

Station KASY-TV ALBUQUERQUE NM  
Advertiser (LARA) LARA, ROCKY  
Product LARA/C/D  
Estimate# 1095  
Buyer CAROLINE DAVIS

Agency (SSM2) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E /1095  
Flight Dates 10/13/14-10/19/14

Rep Firm KATZ CONTINENTAL  
Sales Office (DC) WASHINGTON  
Salesperson (JN1) JENNA NUBAR  
Sales Assistant KELLY  
Salesperson Phone# 202-872-5880  
Salesperson Fax# 202-872-0263

Order Totals: 4 / \$340.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$97,142.86	CABL .00%	KASA 10.00%	KASY .35%	KOAT 35.00%	KOB 20.00%
		KROE 33.00%	KWBQ 1.65%			

Books [null]  
Demos RA35+

--- CREDIT RISK ---  
STANDARD CREDIT TERMS

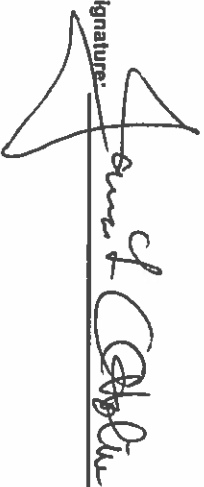
# Buy Detail Report

Revision #: Date: 10/2/2014

Client: Lara for Congress  
 Media: TV  
 Product: General  
 Market: Albuquerque  
 Separation between spots: 30  
 Estimate: 1095  
 Description: Lara for Congress 10/13-19/2014 TV  
 Flight Start Date: 10/13/2014 05:00 AM  
 Flight End Date: 10/19/2014 12:00 AM  
 Survey: Nov13 DMA Nielsen Live+3  
 Buyer: Caroline Davis  
 Vendor: KASY-TV  
 8341 Washington Street NE  
 Albuquerque, NM 87113  
 Send Billing To: Screen Strategies Media  
 11150 Fairfax Blvd  
 Suite 505  
 Fairfax, VA 22030  
 Phone: 703-272-7300  
 Phone: 505-797-1919  
 Fax: 505-344-1145  
 Affiliation: MyNetwork

Line No	Daypart Program	Daypart Code	STN Gross	Days	Mon 10/13	Tue 10/14	Wed 10/15	Thu 10/16	Fri 10/17	Sat 10/18	Sun 10/19	Total Spots
KASY-TV												
10	M 8:00p-9:00p Law & Order SVU	PT	\$120.00 ✓	P3	30	1						1
	Sold Out: Lowest Rate to Clear Per KASY											
11	Th 8:00p-9:00p The Mentalist	PT	\$80.00 ✓	P3	30		1					1
	Sold Out: Lowest Rate to Clear Per KASY											
12	F 8:00p-9:00p Bones	PT	\$75.00 ✓	P4	30		1					1
	Sold Out: Lowest Rate to Clear Per KASY											
13	Su 8:00p-9:00p Bones	PT	\$65.00 ✓	P4	30					1		1
	Sold Out: Lowest Rate to Clear Per KASY											
Total Cost:					\$340.00	Total Spots:			1	1	1	4

Disclaimer:

Signature:  10/2/14

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KASY-TV	<b>Date:</b> 10/3/2014
---	------------------------

I, Screen Strategies Media,

being/on behalf of: Rocky Lara,

a legally qualified candidate of the Democratic

political party for the office of: Congress

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available): \$289.00**

I represent that the payment for the above described broadcast time has been furnished by:

Lara for New Mexico

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jennifer May

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.**

***To Be Signed By Candidate or Authorized Committee***

10/3/2014

**Date**




**Signature**

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected



**Signature**

JAMES L. DODLIN

**Printed Name**

SALES MGR

**Title**

10411

**SCREEN STRATEGIES MEDIA**

MEDIA FUNDS ACCOUNT  
11150 FAIRFAX BLVD  
SUITE 505  
FAIRFAX, VA 22030  
703-272-7300

WELLS FARGO BANK, N.A.  
DENVER  
DENVER, CO 80274  
23-7-1020

10/3/2014

PAY TO THE  
ORDER OF KASY-TV

\$ \*\*289.00

Two Hundred Eighty-Nine Only\*\*\*\*\*

DOLLARS

Security features. Details on back.

MEMO

Lara for Congress (Oct 13-19, 2014)

  
AUTHORIZED SIGNATURE

**SCREEN STRATEGIES MEDIA**

MEDIA FUNDS ACCOUNT  
KASY-TV

Lara For Congress/Oct 13-19, 2014 Albuquerque

10/3/2014

16471

289.00

#499551

Media Fund

Lara for Congress (Oct 13-19, 2014)

289.00

SCREEN STRATEGIES MEDIA

MEDIA FUNDS ACCOUNT  
11150 FAIRFAX BLVD  
SUITE 505  
FAIRFAX, VA 22030  
703-272-7300

WELLS FARGO BANK, N.A.  
DENVER  
DENVER, CO 80274  
23-7-1020

10403

10/3/2014

PAY TO THE ORDER OF KASY-TV

\$ \*\*20.23

Twenty and 23/100\*\*\*\*\*

DOLLARS

Security features. Details on back.



MEMO Tax

  
AUTHORIZED SIGNATURE

SCREEN STRATEGIES MEDIA

MEDIA FUNDS ACCOUNT  
KASY-TV

Lara For Congress/Oct 13-19, 2014

10/3/2014

16469

20.23

#499551

Media Fund

Tax

20.23