

# ORDER



**Orders**  
**Order / Rev:** 546395  
**Alt Order #:** 9917248  
**Product Desc:** KELLY FOR SENATE  
**Estimate:** 601  
**Flight Dates:** 09/08/20 - 09/14/20  
**Original Date / Rev:** 09/01/20 / 09/04/20  
**Order Type:** GENERAL

**KAJB-TV**  
**Primary AE:** Cinthia Flagg  
**Sales Office:** CU-WA  
**Sales Region:** NATIONAL

**Agency Name:** Left Hook Communications  
**Buying Contact:**  
**Billing Contact:**  
 2601 Ocean Park Blvd  
 Santa Monica, CA 90405

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

**Advertiser Name:** Mark Kelly For Senate  
**Demographic:** A25+  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL

**New Business Thru:** 07/17/21  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/20	09/14/20	4	\$160.00	\$136.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	4	\$160.00	\$136.00	0.00
<b>Totals</b>	<b>4</b>	<b>\$160.00</b>	<b>\$136.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cinthia Flagg	CU-WA	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	KAJB	09/08/20	09/14/20	M-F Prime B M-F 7p-8p	CM	7p-8p	MTWTF--	:30	2	\$40.00	P-01	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/20	09/14/20	MTWTF--		2		\$40.00		0.00					
N 2	KAJB	09/08/20	09/14/20	M-F Prime C M-F 8p-9p	CM	8p-9p	MTWTF--	:30	2	\$40.00	P-01	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/08/20	09/14/20	MTWTF--		2		\$40.00		0.00					
													<b>Totals</b>	<b>4</b>	<b>\$160.00</b>

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Left Hook Strategy, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Mark Kelly

Authorized committee:

Mark Kelly for Senate

Agency requesting time (and contact information):

N/A Left Hook Strategy, 2601 Ocean Park Blvd., Suite 324 Santa Monica, CA 90405, sarah@lefthookstrategy.com

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

United States Senate - Arizona

Date of election:

11/3/2020

General

Primary

Treasurer of candidate's authorized committee:

Jamecita Peshlakai, Treasurer

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:

*Sarah Buffone*

Signature:

*Jesus Mendoza*

Name: Sarah Buffone

Name:

JESUS MENDOZA

Date of Request to Purchase Ad Time: 2/19/20

Date of Station Agreement to Sell Time:

9/4/20

**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: *Sarah Buffone*

Name: Sarah Buffone

Date: 2/19/20

**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 #: <b>546395</b>	Station Call Letters: <b>KATB-TV</b>	Date Received/Requested: <b>9/4/20</b>
Est. #: <b>601</b>	Station Location: <b>EL CENTRO, CA</b>	Run Start and End Dates: <b>9/8/20 TO 9/14/20</b>

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.



Rep: TELE-REP, INC.  
Run On: Sep/1/20 at 17:21

E-Order#: 2438584 (Rev 0) Ag#98172252  
Station: KAB- TV YUMA-EL CENTRO  
Agency: LEFT HOOK STRATEGY  
Advertiser: POLIM KELLY/DISE/VAZ  
Buyer: SARAH BUFFONE

HiLin#: 9917248 (Rev 0)  
Dates: Sep08/20 - Sep14/20  
Prod#: KELLY FOR SENATE  
Ttl #:

**REP BUYLINES**

Traffic #:  
Salesperson: CINTHAN FLAGG  
Est#: 601  
Demo: RA35+

Page: 1  
Requested by: RPEREZ

Mod Code	Buy Line	Day/Time	Length	Rate	Starting Date	Ending Date	# of Wks	Spots/Week	Total Spots	Total Dollars	Program Name	Rep: Last RA35+ Activity	Last Mod/Rev
	MARK KELLY FOR SENATE												
	1	Tu-F-M/7-8P	30S	\$40	Sep08/20	Sep14/20	1	2	2	\$80	M-F GUERREROS-REALITY	0.0 Aug27/20	Rev #0: A
	Contract Comment: M-F GUERREROS-REALITY												
	2	Tu-F-M/8-9P	30S	\$40	Sep08/20	Sep14/20	1	2	2	\$80	M-F GUERREROS-REALITY	0.0 Aug27/20	Rev #0: A
	Contract Comment: M-F GUERREROS-REALITY												
	<b>Total 4 Spots for:</b>			<b>\$160</b>					<b>4</b>	<b>\$160</b>		<b>0.0</b>	
	Monthly Estimate Dollars: \$160 Sep/20 0.0 Sep/20												

#546395

# Subject: [EXTERNAL] Payment on the Way



**sarah@lefthookstrategy.com** <sarah@lefthookstrategy.com>  
to Flagg, Cinthia (CMG-REP)

12:53 PM (40 minutes a

You are viewing an attached message. Entravision Communications Corporation Mail can't verify the authenticity of attached messages.



## PayClearly Electronic Payment Notification

This message confirms that Left Hook Strategy has initiated an electronic payment to KAJB-TV via PayClearly. The actual payment remittance will be sent via email to [vperez@entravision.com](mailto:vperez@entravision.com).

Please see the payment details below:

Company	Vendor	Amount
Left Hook Strategy	KAJB-TV	\$136.00

Details	
Estimate	601
Invoice Date	CIA
Market	Yuma

If you have any questions about this payment, please contact PayClearly support at [support@payclearly.com](mailto:support@payclearly.com) or (888) 333-8541