

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Elizabeth Lugo, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: KNDU/KNDO

Agency name: Richland Good Governance

Address: PO Box 284 Richland WA 99352

Contact: Elizabeth Lugo

Phone number: 509-438-9041

Email: rsbgoodgovernance@gmail.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Richland Good Governance

Address: PO Box 284 Richland WA 99352

Contact: Elizabeth Lugo

Phone number: 509-438-9041

Email: rsbgoodgovernance@gmail.com

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Brian Brendal; Shankuri Haack ; Bernita Brown; Leona Germain; Carrie Hallquest; Michelle Smith; Elizabeth Lugo

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Recall for Audra Byrd, Recall for Misipati "Semi" Bird, Recall for Kari Williams

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Recall effort, not a candidate

Date of election: August 1, 2023

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Elizabeth Luxe</i>	Signature: <i>Trude Smith</i>
Name: <i>Elizabeth Luxe</i>	Name: <i>Trude Smith</i>
Date of Request to Purchase Ad Time: <i>7/10/2023</i>	Date of Station Agreement to Sell Time: <i>7/12/23</i>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: *7/12/23*

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted
 Accepted IN PART (e.g., ad not received to determine content)*
 Rejected – provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <i>215 764C</i>	Station Call Letters: <i>KNDU/KNDU</i>	Date Received/Requested: <i>7/12/23</i>
Est. #: <i>N/A</i>	Station Location: <i>Parkland/Richland/Pasco/Kennewick</i>	Run Start and End Dates: <i>7/12/23</i>

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.

MEDIA PLAN RECOMMENDATION

This customized campaign recommendation was developed based on your goals and objectives. It is designed to maximize the impact of your campaign. You'll see a breakout of total impressions and monthly investment according to each tactic.

Total Campaign

Product	Rate Type	Rate	Quantity	Product Budget
Connected TV / OTT	CPM	\$45.00	16,666	\$750
Programmatic Pre-Roll	CPM	\$25.00	30,000	\$750

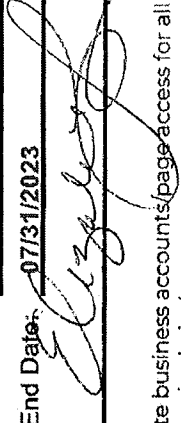
Total Budget: \$1,500

Campaign Total Budget: \$1,500

Campaign Start Date: 07/11/2023

Campaign End Date: 07/31/2023

Signature: _____




In order to run some digital media campaigns, advertiser must have appropriate business accounts/page access for all tactics selected and commit to implementation of required pixels.

CONTRACT

NBC *Right Now* KNDO_KNDU
KNDO *EE* KNDO *EE* 1608 S. 24th Ave
 Yakima, WA 98902
 (509)225-2300

www.kndo.com


And:

POL/RSB Good Governance Recall
 1223 Jonagold Dr
 PO Box 284
 Richland, WA 99352

Contract / Revision 215764C /		Alt Order #
Advertiser POL/RSB Good Governance Recall		Original Date / Revision 07/07/23 / 07/10/23
Contract Dates 07/12/23 - 07/30/23	Estimate #	
Product Spanish		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KNDO_KND	Account Executive Trude Smith	Sales Office WEB Channel
Special Handling		
Demographic Adults 25-54		
Agy Code	Advertiser Code	Product 1/2
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	All	07/12/23	07/30/23	Connected TV	WEB CHANNEL		:00			NS	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/10/23	07/16/23	--WTFSS				1	\$750.00			
Week:		07/17/23	07/23/23	-----				0	\$0.00			
Week:		07/24/23	07/30/23	-----				0	\$0.00			
N 2	All	07/12/23	07/30/23	Programmatic	WEB CHANNEL		:00			NS	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/10/23	07/16/23	--WTFSS				1	\$750.00			
Week:		07/17/23	07/23/23	-----				0	\$0.00			
Week:		07/24/23	07/30/23	-----				0	\$0.00			
Totals											2	\$1,500.00

Time Period	# of Spots	Gross Amount	Net Amount
06/26/23 - 07/16/23	2	\$1,500.00	\$1,500.00
Totals	2	\$1,500.00	\$1,500.00

Signature:  _____ Date: 7/12/2023

(* 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, on 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. The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

**POLITICAL ADVERTISEMENT PUBLIC FILE INFORMATION FORM:
CAMPAIGN LAUNCH**

Campaign Name/Campaign ID: RSB Good Governance Recall

SPONSOR INFORMATION

Candidate/Candidate Committee Non-Candidate/Independent Expenditure

Name of Sponsor (Committee or Organization): RSB Good Governance Recall

Treasurer/Executive Committee Name(s): Benita Brown

Address: PO Box 284 Richland, WA 99352

Phone Number: 509.438.9041

ADVERTISEMENT INFORMATION

Name of Candidate or Ballot Measure Referred to: Recall of Audra Byrd, Misipati "Semi" Bird, and Kari Williams

Support Oppose

Federal, State, or Local Office Sought by Candidate: N/A - Local, School Board

Targeted Geography (if multiple, list all): Zip Codes 99352, 99353 and 99354.

Targeted Audiences (list all): 18-50, voters, Spanish Speaking

Launch Date: July 11, 2023

Total Impressions Anticipated: 4 to 6,000

Total Planned Cost: 1500.00

Media paid for by: SB Good Governance Recall

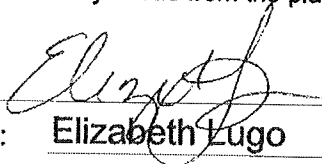
Copies of each ad creative to run during this buy must be attached or included with form submission

Name(s) of Ad Creative Files:

Already provided.

I certify that the information above is accurate and complete as of this date, and agree to provide revised documentation should this change. I agree to indemnify and hold harmless Centro for any damages or liability, including reasonable attorney's fees, that may ensue from the placement of the above-requested advertisement(s).

Signed by:



Dated: 7/12/2023

Printed Name:

Elizabeth Lugo

Completed form must be submitted within 24 hours of campaign launch to:

PublicFiles@Basis.net