

# CONTRACT



**KNFM-FM**  
**11300 Highway 191**  
**#2**  
**Midland, TX 79707**  
**(432) 563-5636**

lonestar92.com

And:

**Campaign for Kyle McCardle**  
**1604 N I St**  
**Midland, TX 79701**

<u>Contract / Revision</u> 4652254 /		<u>Alt Order #</u>
<u>Advertiser</u> Campaign for Kyle McCardle		<u>Original Date / Revision</u> 02/15/24 / 02/15/24
<u>Contract Dates</u> 02/19/24 - 03/05/24	<u>Estimate #</u>	
<u>Product</u> 2024 Campaign		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KNFM-FM	<u>Account Executive</u> Gwen McCown	<u>Sales Office</u> Local Odessa
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

**Odessa Ignite - 4652254A**

*Line	Start Date	End Date	Description	Imp.	Booked	Rate	Rate Type	Amount
N 1	02/19/24	03/05/24	Addressable Geo-Fencing - Display		41,667	\$500.00	Flat Fee	\$500.00
N 2	02/19/24	03/05/24	FB - Link Click		400	\$1,000.00	Flat Fee	\$1,000.00
<b>Totals</b>					42,067			\$1,500.00

Time Period	Gross Amount	Net Amount
03/01/24 - 03/05/24	\$1,500.00	\$1,500.00
<b>Totals</b>	\$1,500.00	\$1,500.00

**KNFM-FM - 4652254B**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Imp Rate (000)	Type	Spots	Amount	
N 1	KNFM	02/16/24	02/16/24	M-F AM Drive	6a-10a		:30			NM	2	\$30.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Imp</u>			
Week:		02/12/24	02/18/24	----F--				2	\$15.00	0			
N 2	KNFM	02/17/24	02/18/24	Sa-Su Broad Rotator	10:00 AM-8:00 PM		:30			NM	10	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Imp</u>			
Week:		02/12/24	02/18/24	-----SS				10	\$10.00	0			
N 3	KNFM	03/04/24	03/05/24	M-F Prime Rotator	6a-7p		:30			NM	13	\$156.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Imp</u>			
Week:		03/04/24	03/10/24	MT-----				13	\$12.00	0			
N 4	KNFM	02/19/24	03/01/24	M-F Prime Rotator	6a-7p		:30			NM	50	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Imp</u>			
Week:		02/19/24	02/25/24	MTWTF--				25	\$12.00	0			
Week:		02/26/24	03/03/24	MTWTF--				25	\$12.00	0			
N 5	KNFM	02/19/24	03/01/24	Sa-Su Broad Rotator	10:00 AM-8:00 PM		:30			NM	20	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Imp</u>			
Week:		02/19/24	02/25/24	-----SS				20	\$10.00	0			
Week:		02/26/24	03/03/24	-----				0	\$0.00	0			
<b>Totals</b>											0	95	\$1,086.00

(\* 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.



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**#2**  
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**(432) 563-5636**

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<u>Contract / Revision</u> 4652254 /	<u>Alt Order #</u>
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<u>Advertiser</u> Campaign for Kyle McCardle	<u>Original Date / Revision</u> 02/15/24 / 02/15/24
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<u>Contract Dates</u> 02/19/24 - 03/05/24	<u>Product</u> 2024 Campaign	<u>Estimate #</u>
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Time Period	# of Spots	Gross Amount	Net Amount
02/01/24 - 02/29/24	77	\$870.00	\$870.00
03/01/24 - 03/05/24	18	\$216.00	\$216.00
<b>Totals</b>	<b>95</b>	<b>\$1,086.00</b>	<b>\$1,086.00</b>

**KBAT-FM - 4652254C**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Imp (000)	Type	Spots	Amount
N 1	KBAT	02/19/24	03/01/24	M-F Prime Rotator	6a-7p		:30				NM	40	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Imp</u>			
	Week:	02/19/24	02/25/24	MTWTF--				20	\$8.00	0			
	Week:	02/26/24	03/03/24	MTWTF--				20	\$8.00	0			
N 2	KBAT	03/04/24	03/05/24	M-F Prime Rotator	6a-7p		:30				NM	11	\$88.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Imp</u>			
	Week:	03/04/24	03/10/24	MT-----				11	\$8.00	0			
<b>Totals</b>											<b>0</b>	<b>51</b>	<b>\$408.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
02/01/24 - 02/29/24	36	\$288.00	\$288.00
03/01/24 - 03/05/24	15	\$120.00	\$120.00
<b>Totals</b>	<b>51</b>	<b>\$408.00</b>	<b>\$408.00</b>

Contract Totals      42.067      148      \$2,994.00

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

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## 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> <u>Town Square Media Midland, TX</u>	<b>Date:</b> <u>2/14/24</u>
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I, Kyle McCordle  
 being/on behalf of: Kyle McCordle  
 a legally qualified candidate of the Republican  
 political party for the office of: District Attorney  
 in the Midland County Republican Primary  
 election to be held on: March 5

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30 sec	M-F 6-7P 15/S 10-11P	Mon-Fri Sat/Sun		35	2

**Attach proposed schedule with charges (if available):**

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

Kyle McCardle for District Attorney

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:

Kyle McCardle

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**

2/14/24  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

Accepted  
[Signature]  
Signature

Accepted in Part  
Buren McCown  
Printed Name

Rejected  
AE  
Title

**AGREED UPON SCHEDULE**

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30sec	6a-7pm 10a-8p	M-F Sat/Sun		25	2

Attach proposed schedule with charges (if available):

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

**CANDIDATE REQUEST FOR POLITICAL BROADCAST INFORMATION OR TIME**

Date of Request: 2/14/24 Time of Request: 2:40 pm

Candidate Name: Kyle McCordle

Party: Republican

Candidate for: District Attorney Midland  
(Office) (Location)

Candidate's Authorized Committee: \_\_\_\_\_

Treasurer of Candidate's Authorized Committee: \_\_\_\_\_

Address: 1604 N. I Street, Midland, TX 79701

Telephone: 936 676-0014

Agency for Candidate (if any): \_\_\_\_\_

Name of Person Requesting Information / Time: Kyle McCordle

Information Requested: ON AIR RATES & digital

- Requested Rates / Information for what station: KWFM & KBAT + digital
- Other Particular Requests: \_\_\_\_\_

**Disposition of Request:**  Accepted \_\_\_\_\_ Rejected \_\_\_\_\_ Accepted/Rejected (in part)  
~ attached explanation if rejected ~

Class of Time Purchased: M-F 10A-7p Sat/Sun 10A-8p

Rate Charged: (attach rate card)

Air Date / Time purchased: (attach a schedule of the advertising time purchased, if necessary):  
2-16 - March 5th

Rebate paid (if applicable): \_\_\_\_\_

Disclosure Statement Provided by Station: \_\_\_\_\_  
Yes No Previously Provided

Certificate (for Federal Candidates) Provided: \_\_\_\_\_  
Yes No Previously Provided

Other Information: \_\_\_\_\_

Inquiry Received By: \_\_\_\_\_


# MEDIA PLAN

<b>Solution Name</b>	<b>Solution Goal</b>	<b>Media Delivered</b>	<b>Volume</b>	<b>Media Cost</b>	<b>Cost Structure</b>	<b>Monthly Budget</b>
Brand Awareness (Banner Ad)	Brand Awareness, Site Traffic	Banner Ad	41,667	\$11.00	CPI	\$500.00
Facebook/Instagram (Click)	Site Traffic	Image, Carousel or Video	4%	\$2.50	CPC	\$1,000.00

Number of Months	Monthly Investment
1	\$1,500.00

## Kyle McCordle for DA Political Campaign

10 or 15 second or 30 sec	Weekly Distribution	Limit		Spot Length	Total Spots/week	Rate	Total \$	
		Start	End				Weeks	Spots
B	M-F	6a	7p	30	25	\$17.00	2	\$ 600.00
B	Sat/Sun	10a	8p	30	10	\$10.00	2	\$ 200.00
B	Fr, Sat, Sun	6a	10a	30	2	\$15.00	1	\$ 30.00
B	Sat/Sun	10a	8p	30	10	\$10.00	1	\$ 100.00
B	Mon/Tues	6a	7p	30	13	\$12.00	1	\$ 156.00
B	Mon-F	6a	7p	30	20	\$8.00	2	\$ 320.00
B	Mon/Tues	6a	7p	30	11	\$8.00	1	\$ 88.00
Total Spots							146	\$ 1,494.00


  
 Client Authorization
   
 Date: 2/14/24

Timeline: 2/19/2024 - 3/5/2024

This client has the right to change or cancel this schedule at anytime during the duration of this campaign with a 30 day written notice.