

## 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>	<b>Date:</b>
------------------------------	--------------

I, Rory McKinney,  
 being/on behalf of: Rory McKinney for Sheriff Campaign, a legally  
 qualified candidate of the Republican political  
 party for the office of: Midland County Sheriff  
 in the primary election  
 election to be held on: March 3, 2020

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					

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Rory McKinney Sheriff Campaign CK 1042

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:

Anne Schewiering

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**

02/18/2020  
Date

Rory McKinney  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

Brian Guck  
Printed Name

Market President  
Title



# Rory McKinney for Sheriff



From: Brian Guick  
 Phone: (432) 563-5636  
 Email: [brian.guick@townsquaremedia.com](mailto:brian.guick@townsquaremedia.com)  
 2/18/2020 1:01 PM

Flight Dates: 02/20/2020 - 03/03/2020

Demo: P 18+

Radio Market: ODESSA-MIDLAND, TX

Survey: FA19 / SP19

Geography: Metro

ScheduleDescription:

Rory McKinney for Sheriff 2020

Radio Total	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
<b>KNFM-FM</b>			<b>109</b>		<b>\$36.26</b>	<b>\$3,954.00</b>	<b>75,600</b>	<b>4.0</b>
Flight A - 3 wks (02/17, 02/24, 03/02)			17		\$27.88	\$474.00	13,900	1.8
One Week Total			17		\$27.88	\$474.00	13,900	1.8
	M-F 3P-7P	PM	5.7		\$27.88	\$158.00	6,100	1.4
	Su 10A-3P	SU2	5.30		\$30.00	\$150.00	5,500	1.4
			0.7*	30	\$12.00	\$8.00	900	0.9
<b>KODM-FM</b>			<b>45</b>		<b>\$33.33</b>	<b>\$1,500.00</b>	<b>33,400</b>	<b>4.8</b>
Flight A - 3 wks (02/17, 02/24, 03/02)			45		\$33.33	\$1,500.00	33,400	4.8
One Week Total			45		\$33.33	\$1,500.00	33,400	4.8
	M-F 6A-10A	AM	15		\$33.33	\$500.00	19,400	2.8
	M-F 3P-7P	PM	10.30		\$35.00	\$350.00	16,000	2.7
			5.30		\$30.00	\$150.00	7,200	1.5
<b>KZBT-FM</b>			<b>47</b>		<b>\$42.13</b>	<b>\$1,980.00</b>	<b>32,000</b>	<b>3.6</b>
Flight A - 3 wks (02/17, 02/24, 03/02)			47		\$42.13	\$1,980.00	32,000	3.6
One Week Total			47		\$42.13	\$1,980.00	32,000	3.6
	M-F 6A-10A	AM	15.7		\$42.13	\$660.00	17,100	2.2
	M-F 3P-7P	PM	10.30		\$45.00	\$450.00	12,000	2.1
	Sa 10A-3P	SA2	5.30		\$40.00	\$200.00	8,500	1.4
			0.7*	30	\$15.00	\$10.00	1,200	0.9

\* - indicates the value varies across weeks

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: ODESSA-MIDLAND, TX; FA19 / SP19; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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# Rory McKinney for Sheriff



From: Brian Guick  
 Phone: (432) 563-5636  
 Email: brian.guick@townsquaremedia.com  
 2/18/2020 1:01 PM

## Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency
Radio Total	109				
KNFH-FM	17	\$38.28	\$3,954.00	75,600	4.0
KODM-FM	45	\$27.88	\$474.00	13,800	1.8
KZBT-FM	47	\$33.33	\$1,500.00	33,400	4.8
		\$42.13	\$1,980.00	32,000	3.6

Accepted by Station

Date

*Rory McKinney*

*2.18.2020*

Accepted by Client

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.

This report was created in TAPSCAN using the following Radio information: ODESSA-MIDLAND, TX; FA19 / SP19; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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# Detailed Sourcing Summary

Radio Market: ODESSA-MIDLAND, TX  
Survey: Average of Nielsen Radio Fall 2019, Nielsen Radio Spring 2019  
Geography: Metro  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	241,200	1,097

Stations: User Selected

Additional \*

Notices: - indicates the value varies across weeks

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 least one diary/keeper.

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](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://re.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/RR8/2019FAL/0561/ndfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2019SPR/0561/ndfs/SpecialNotices.pdf>

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**CONTRACT**

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

lonestar92.com

And:

**Rory McKinney Sheriff Campaign**  
**Attention: Rory McKinney**  
**2521 Stanolind Ave**  
**Midland, TX 79705**

<b>Contract / Revision</b> 1484322 /		<b>Alt Order #</b>
<b>Advertiser</b> Rory McKinney Sheriff Campaign		<b>Original Date / Revision</b> 02/18/20 / 02/18/20
<b>Contract Dates</b> 02/20/20 - 03/03/20	<b>Estimate #</b>	
<b>Product</b> Rory McKinney for Sheriff 2020		
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Calendar	<b>Cash/Trade</b> Cash
<b>Property</b> KNFM-FM	<b>Account Executive</b> House Odessa	<b>Sales Office</b> Local Odessa
<b>Special Handling</b>		
<b>Demographic</b> Households		
<b>Agency Code</b>	<b>Advertiser Code</b>	<b>Product 1/2</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

**KNFM-FM - 1484322A**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KNFM	02/20/20	03/03/20	M-F PM Drive	3p-7p		:30			NM	15	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/17/20	02/23/20	---TF--				5	\$30.00			
		Week: 02/24/20	03/01/20	MTWTF--				5	\$30.00			
		Week: 03/02/20	03/08/20	MT-----				5	\$30.00			
N 2	KNFM	02/20/20	03/03/20	Sa-Su Midday	10a-3p		:30			NM	2	\$24.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/17/20	02/23/20	-----S				1	\$12.00			
		Week: 02/24/20	03/01/20	-----S				1	\$12.00			
		Week: 03/02/20	03/08/20	-----				0	\$12.00			
<b>Totals</b>											<b>17</b>	<b>\$474.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
02/01/20 - 02/29/20	11	\$312.00	\$312.00
03/01/20 - 03/03/20	6	\$162.00	\$162.00
<b>Totals</b>	<b>17</b>	<b>\$474.00</b>	<b>\$474.00</b>

**KODM-FM - 1484322B**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KODM	02/20/20	03/03/20	M-F AM Drive	6a-10a		:30			NM	30	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/17/20	02/23/20	---TF--				10	\$35.00			
		Week: 02/24/20	03/01/20	MTWTF--				10	\$35.00			
		Week: 03/02/20	03/08/20	MT-----				10	\$35.00			
N 2	KODM	02/20/20	03/03/20	M-F PM Drive	3p-7p		:30			NM	15	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/17/20	02/23/20	---TF--				5	\$30.00			
		Week: 02/24/20	03/01/20	MTWTF--				5	\$30.00			
		Week: 03/02/20	03/08/20	MT-----				5	\$30.00			
<b>Totals</b>											<b>45</b>	<b>\$1,500.00</b>

(\* 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.





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

lonestar92.com

Contract / Revision	Alt Order #
1484322 /	

Advertiser	Original Date / Revision
Rory McKinney Sheriff Campaign	02/18/20 / 02/18/20

Contract Dates	Product	Estimate #
02/20/20 - 03/03/20	Rory McKinney for Sheri	

Time Period	# of Spots	Gross Amount	Net Amount
02/01/20 - 02/29/20	30	\$1,000.00	\$1,000.00
03/01/20 - 03/03/20	15	\$500.00	\$500.00
<b>Totals</b>	<b>45</b>	<b>\$1,500.00</b>	<b>\$1,500.00</b>

**KZBT-FM - 1484322C**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KZBT	02/20/20	03/03/20	M-F AM Drive	6a-10a		:30			NM	30	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	---TF--				10	\$45.00			
	Week:	02/24/20	03/01/20	MTWTF--				10	\$45.00			
	Week:	03/02/20	03/08/20	MT-----				10	\$45.00			
N 2	KZBT	02/20/20	03/03/20	M-F PM Drive	3p-7p		:30			NM	15	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	---TF--				5	\$40.00			
	Week:	02/24/20	03/01/20	MTWTF--				5	\$40.00			
	Week:	03/02/20	03/08/20	MT-----				5	\$40.00			
N 3	KZBT	02/20/20	03/03/20	Sa-Su Midday	10a-3p		:30			NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	-----S-				1	\$15.00			
	Week:	02/24/20	03/01/20	-----S-				1	\$15.00			
	Week:	03/02/20	03/08/20	-----				0	\$15.00			
<b>Totals</b>											<b>47</b>	<b>\$1,980.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
02/01/20 - 02/29/20	32	\$1,330.00	\$1,330.00
03/01/20 - 03/03/20	15	\$650.00	\$650.00
<b>Totals</b>	<b>47</b>	<b>\$1,980.00</b>	<b>\$1,980.00</b>

**Contract Totals** 109 \$3,954.00

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

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

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