

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

Station and Location:	Date:
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I, Jesse Demastrie - authorized media buyer

being/on behalf of: Wendy R. Davis

a legally qualified candidate of the Democratic

political party for the office of: Governor of Texas

in the General

election to be held on: 11/4/14

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Wendy R. Davis for Governor

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:

Wendy R. Davis

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

8/7/14

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Valeri Reynolds

Signature

Valeri Reynolds

Printed Name

Station Op.
Title
manager

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
AS ORDERED					

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.



Traffic #:

Buyer Order #:

AE:

Buyer:

03599604

Phillip Woodie

Start/End Dates:

Week Start:

Property:

Primary Demo:

10/21/14 - 10/27/14

Tuesday

KYWV TV

C/P/E:

Agency:

Advertiser:

Total Cost:

230 / 245 / 3912

GMMB

230 - Wendy R. Davis for Governor

\$2,000.00

Comments:

Separation: 30

List Items							Spots										Totals	
Line	Program	ST	Len	Time	Days	Rate	Oct 21										Total Spots	Total Cost
1	NOTICIAS (Program: NOTICIAS)	NM	:30	4:00 PM-5:30 PM	TWTF--M	100.00	5										5	500.00
2	NOTICIAS (Program: NOTICIAS)	NM	:30	4:30 PM-5:00 PM	TWTF--M	100.00	5										5	500.00
3	NOTICIAS (Program: NOTICIAS)	NM	:30	9:00 PM-9:30 PM	TWTF--M	100.00	5										5	500.00
4	NOTICIAS (Program: NOTICIAS)	NM	:30	9:30 PM-10:00 PM	TWTF--M	100.00	5										5	500.00
							Spot Totals:										20	\$2,000.00

MONTH	SPOTS	COST
October	20	\$2,000.00

ORDER

Orders

Order / Rev: 482
 Alt Order #: _____
 Product Desc: POLITICAL DAVIS
 Estimate: _____
 Flight Dates: 10/21/14 - 10/27/14
 Original Date / Rev: 10/21/14 / 10/21/14
 Order Type: GENERAL

MundoFOX San Antonio

Primary AE: Phillip Woodie
 Sales Office: MF-NY
 Sales Region: National

Agency

Name: GMMB MEDIA
 Buying Contact: _____
 Billing Contact: _____
3050 K STREE NW SUITE 100
WASHINGTON, DC 20007

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

Advertiser

Name: WENDY R. DAVIS FOR GOVERNOR
 Demographic: HH
 Product Codes: Candidates
 Priority: P-05
 Revenue Codes: AGY, GEN, GEN

New Business Thru: _____
 Order Separation: 00:20:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/26/14	16	\$1,600.00	\$1,360.00
10/27/14	10/27/14	4	\$400.00	\$340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	16	\$1,600.00	\$1,360.00	0.00
November 2014	4	\$400.00	\$340.00	0.00
Totals	20	\$2,000.00	\$1,700.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Phillip Woodie			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	KYVV	10/21/14	10/27/14	M-F 4p-5p M-F	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MTWTF--	:30	5	\$100.00	P-02	0.00	NM	5	\$500.00
N 2	KYVV	10/21/14	10/27/14	M-F 4p-5p M-F	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$100.00	P-05	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/14	10/27/14	MTWTF--		5				\$100.00		0.00			
N 3	KYVV	10/21/14	10/27/14	M-F 9P-9:30P Noticias M-F	CM	9p-9:30p	MTWTF--	:30	5	\$100.00	P-02	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/14	10/27/14	MTWTF--		5				\$100.00		0.00			
N 4	KYVV	10/21/14	10/27/14	M-F 9:30-10P M-F	CM	9:30P-10P	MTWTF--	:30	5	\$100.00	P-02	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/14	10/27/14	MTWTF--		5				\$100.00		0.00			
													Totals	20	\$2,000.00