

CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Sheri Sadler, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE ➡

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

SEE LETTER OF AUTHORIZATION

Authorized committee:

SEE LETTER OF AUTHORIZATION

Agency requesting time (and contact information):

☐ N/A Sadler Strategic Media, Inc., 12103 Viewcrest Rd., Studio City, CA 91604

Candidate's political party:

Democratic Party

Office sought (no acronyms or abbreviations):

California State Assembly to represent District 35

Date of election:

November 3, 2020

☒ General

☐ Primary

Treasurer of candidate's authorized committee:

Denise Lewis

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: <u>Sheri Sadler</u>	Signature: <u>[Signature]</u>
Name: Sheri Sadler	Name: <u>Eric D. Fabro</u>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <u>10/8/2020</u>

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:

Sheri Sadler

Name: Sheri Sadler

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

☒

Yes

☐

No

Date ad received: *09/22/2020***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 #:

41372 - 1

Station Call Letters:

KNLS-AM San Luis Obispo, CA

Date Received/Requested:

10/08/2020

Est. #:

2434

Station Location:

San Luis Obispo, CA

Run Start and End Dates:

10/12 - 11/1 (revision) 09/21/20 - 11/01/20

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.

REVISED

Oct 08, 20
 CONT# 34341895 Mod# 1 Ver# 3 (Last = Orig CF)
 REP CHRISTAL RADIO
 TO KYNS-AM (San Luis Obispo, CA)
 FM STEVE SARANTOS
 OFF LOS ANGELES
 AGY SADLER STRATEGIC MEDIA
 ADDR 12103 VIEWCREST RD
 STUDIO CITY, CA 91604

DDS CONT# 0
 C/P/E: / / 2434

SALESPERSON FAX#

PH #

BYR MELINDA RICHMAN
 ADV DAWN ADDIS FOR ASSEMBLY 2020
 PDT AD 35 Addis for Assembly
 FLT Sep 21, 20 - Nov 01, 20

*** REP ORDER COMMENT ***

** 10/8/2020 1:41:00 PM: ***REVISION*** DO NOT DOUBLE BOOK. PLEASE CONFIRM WITH MEGAN KELLY
 AT MEGAN.KELLY@KATZMEDIA.COM

** 10/8/2020 1:41:00 PM: REVISION ADDING SPOTS/DOLLARS. DO NOT DOUBLE BOOK AND PLS CONFIRM.

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
CHG	1.1	<u>FLIGHT 1</u> MTWTF..	6A - 10A	60	9/21/2020 - 10/30/2020	6W	10	\$17.00	60
		STEVE							
CHG	1.2	MTWTF..	10A - 3P	60	9/21/2020 - 10/30/2020	6W	10	\$14.00	60
CHG	1.3	MTWTF..	3P - 7P	60	9/21/2020 - 10/30/2020	6W	10	\$17.00	60
CHG	1.4S.	10A - 3P	60	9/26/2020 - 10/31/2020	6W	3	\$14.00	18
CHG	1.5S	10A - 3P	60	9/27/2020 - 11/1/2020	6W	2	\$14.00	12
** WEEKLY FLIGHT TOTALS **							35	\$3,300.00	

	Sep 20	Oct 20	Nov 20				
SPOTS	35	140	35				
CASH	550.00	2200.00	550.00				
TRADE	0.00	0.00	0.00				
NSL	0.00	0.00	0.00				
TOTAL	550.00	2200.00	550.00				

							TOTAL
SPOTS							210
CASH							3,300.00
TRADE							0.00
NSL							0.00
TOTAL							3,300.00

Oct 08, 20
CONT# 34341895 Mod# 1 Ver# 3 (Last = Orig CF)
REP CHRISTAL RADIO

DDS CONT# 0
C/P/E: / / 2434

**** Competitive Comments ****

DAWN ADDIS FOR ASSEMBLY 9.21.20-10.11.20 RADIO

SVC:

Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

Broadcast Contract

Sadler Strategic Media
DAWN ADDIS FOR ASSEMBLY
Accounts Payable
12103 Viewcrest Rd
Studio City, CA 91604

Start Date 09/21/20	Contract# 41372	Mod# 1
End Date 11/01/20	Date Entered 09/16/20	Date Last Modified 10/08/20
Advertiser DAWN ADDIS FOR ASSEM	Station Market KYNS-AM	
Product AD 35 Addis for Assembly	SalesRep/Office CHRISTAL NATIONAL	

Standard Billing Cycle Estimate# 2434

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	MO 09/21/20 FR 10/30/20	06:00A-10:00A	60		X	X	X	X	X	--	10	\$17.00
2	MO 09/21/20 FR 10/30/20	10:00A-03:00P	60		X	X	X	X	X	--	10	\$14.00
3	MO 09/21/20 FR 10/30/20	03:00P-07:00P	60		X	X	X	X	X	--	10	\$17.00
4	SA 09/26/20 SA 10/31/20	10:00A-03:00P	60	--	--	--	--	--	X	--	3	\$14.00
5	SU 09/27/20 SU 11/01/20	10:00A-03:00P	60	--	--	--	--	--	--	X	2	\$14.00

-----Additional Comments-----	Total Spots	Spots Total\$	Agency Commission	Net	Gross
	210	3,300.00	\$495.00	\$ 2,805.00	\$ 3,300.00

Billing Projections: By Month

	Sep 20	Oct 20	Nov 20
CA	838.00	2,434.00	28.00
ST	550.00	2,200.00	550.00

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 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, national origin, or ancestry.

Accepted for Station

Accepted for advertiser OR agency(and MBS, if any) as agent for the advertiser

Name

Title

Name

Title

See reverse for accepted terms and conditions, if any

Page 1