

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Sheri Sadler, 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:**

Agency name: Sadler Strategic Media

Address: 12103 Viewcrest Road

Contact: Sheri Sadler

Phone number: 818-506-5443

Email: sheri@sadlerstrategic.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: SEE LETTER OF AUTHORIZATION

Address:

Contact:

Phone number:

Email:

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

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

SEE LETTER OF AUTHORIZATION

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: SEE LETTER OF AUTHORIZATION

Office(s) sought by such candidate(s) (no acronyms or abbreviations): SEE LETTER OF AUTHORIZATION

Date of election:

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

N/A

SEE LETTER OF AUTHORIZATION



**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>Sheri Sadler</i>	Signature: <i>Kathryn Perner</i>
Name: Sheri Sadler	Name: <i>Kathryn Perner</i>
Date of Request to Purchase Ad Time: <i>7-15-2021</i>	Date of Station Agreement to Sell Time: <i>7-15-21</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: *To be reviewed*

**Note: Must have separate PB-19 forms 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:

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

Date and nature of follow-ups, if any:

Contract #: <i>596831</i>	Station Call Letters: <i>KSMS</i>	Date Received/Requested: <i>7-15-2021</i>
Est. #:	Station Location: <i>Monterey</i>	Run Start and End Dates: <i>7/19/20 - 8/1/21</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.



## LETTER OF AUTHORIZATION

**Stop the Republican Recall of Governor Newsom**  
**1787 Tribute Road, Suite K**  
**Sacramento, CA 95815**

June 8, 2021

**Sheri Sadler**  
**Sadler Strategic Media, Inc.**  
**12103 Viewcrest Road**  
**Studio City, CA 91604**

**Dear Ms. Sadler:**

**Please accept this letter as authorization to represent the “Stop the Republican Recall of Governor Newsom”. Our official information is as follows:**

**Name** *Stop the Republican Recall of Governor Newsom*  
**Address** *1787 Tribute Road, Suite K, Sacramento, CA 95815*  
**Phone** *209-210-8950*  
**Name of Chairman** *Governor Newsom*  
**Name of Treasurer** *Shawnda Deane*  
**Committee I.D.#** *1436851*



**Signature** *(Can be any authorized agent)*  
**Typed Name Official /Title for the Campaign**  
*Madeline Franklin/Deputy Campaign Manager*



# ORDER



**Orders**  
**Order / Rev:** 596831  
**Alt Order #:** 10180624  
**Product Desc:** NEWSOM RECALL 2021  
**Estimate:** 2516  
**Flight Dates:** 07/19/21 - 08/01/21  
**Original Date / Rev:** 07/15/21 / 07/16/21  
**Order Type:** GENERAL

**KSMS-TV**  
**Primary AE:** Mary McCue  
**Sales Office:** CU-LA  
**Sales Region:** NATIONAL

**Agency Name:** Sadler Strategic Media Inc.  
**Buying Contact:**  
**Billing Contact:**  
 12103 Viewcrest Rd.  
 Studio City, CA 91604

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

**Advertiser Name:** Newsom, Gavin  
**Demographic:** A25-49  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL  
**Priority:** P-01

**New Business Thru:** 04/15/19  
**Advertiser External ID:**  
**Agency External ID:** 0012R00002A8NKnQAN  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/28/21	07/25/21	39	\$2,260.00	\$1,921.00
07/26/21	08/01/21	39	\$2,260.00	\$1,921.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2021	39	\$2,260.00	\$1,921.00	31.40
August 2021	39	\$2,260.00	\$1,921.00	31.40
<b>Totals</b>	<b>78</b>	<b>\$4,520.00</b>	<b>\$3,842.00</b>	<b>62.80</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mary McCue	CU-LA	NATIONAL	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	KSMS	07/19/21	07/30/21	Morning M-F Rotator	CM	8:00 AM-9:00 AM	MTWTF--	:30	5	\$25.00	P-01	0.50	NM	10	\$250.00
				Morning M-F Rotator		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/19/21	07/25/21	MTWTF--		5				\$25.00		0.50			
		Week: 07/26/21	08/01/21	MTWTF--		5				\$25.00		0.50			
N 2	KSMS	07/19/21	07/30/21	Daytime M-F Hour 1	CM	9a-10a	MTWTF--	:30	5	\$25.00	P-01	0.50	NM	10	\$250.00
				Daytime M-F Hour 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/19/21	07/25/21	MTWTF--		5				\$25.00		0.50			
		Week: 07/26/21	08/01/21	MTWTF--		5				\$25.00		0.50			
N 3	KSMS	07/19/21	07/30/21	Daytime M-F Hour 2	CM	10a-11a	MTWTF--	:30	5	\$25.00	P-01	0.30	NM	10	\$250.00
				Daytime M-F Hour 1.2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/19/21	07/25/21	MTWTF--		5				\$25.00		0.30			
		Week: 07/26/21	08/01/21	MTWTF--		5				\$25.00		0.30			
N 4	KSMS	07/19/21	07/30/21	Daytime M-F Hour 4.1	CM	12p-1230p	MTWTF--	:30	3	\$35.00	P-01	0.60	NM	6	\$210.00
				Daytime M-F Hour 4.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/19/21	07/25/21	MTWTF--		3				\$35.00		0.60			
		Week: 07/26/21	08/01/21	MTWTF--		3				\$35.00		0.60			
N 5	KSMS	07/19/21	07/30/21		CM	4p-5p	MTWTF--	:30	3	\$45.00	P-01	0.80	NM	6	\$270.00





Order / Rev: 596831  
 Alt Order #: 10180624  
 Flight Dates: 07/19/21 - 08/01/21

Advertiser: Newsom, Gavin  
 Product Desc: NEWSOM RECALL 2021  
 Estimate: 2516  
 KSMS-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Early Fringe M-F Hour 2											
				Early Fringe M-F Hour 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/21	07/25/21	MTWTF--					3	\$45.00		0.80			
Week:		07/26/21	08/01/21	MTWTF--					3	\$45.00		0.80			
N 6	KSMS	07/19/21	07/30/21	Early Fringe M-F Hour 3CM	CM	5p-6p	MTWTF--	:30	5	\$75.00	P-01	1.10	NM	10	\$750.00
				Early Fringe M-F Hour 2.2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/21	07/25/21	MTWTF--					5	\$75.00		1.10			
Week:		07/26/21	08/01/21	MTWTF--					5	\$75.00		1.10			
N 7	KSMS	07/19/21	07/30/21	M-F Prime A	CM	7p-8p	MTWTF--	:30	3	\$150.00	P-01	1.90	NM	6	\$900.00
				M-F Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/21	07/25/21	MTWTF--					3	\$150.00		1.90			
Week:		07/26/21	08/01/21	MTWTF--					3	\$150.00		1.90			
N 8	KSMS	07/19/21	07/30/21	M-F Prime B	CM	8p-9p	MTWTF--	:30	3	\$150.00	P-01	1.50	NM	6	\$900.00
				M-F Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/21	07/25/21	MTWTF--					3	\$150.00		1.50			
Week:		07/26/21	08/01/21	MTWTF--					3	\$150.00		1.50			
N 9	KSMS	07/19/21	07/30/21	Late News M-F 1.1 Local	CM	11p-1135p	MTWTF--	:30	3	\$50.00	P-01	0.80	NM	6	\$300.00
				Late News M-F 1.1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/21	07/25/21	MTWTF--					3	\$50.00		0.80			
Week:		07/26/21	08/01/21	MTWTF--					3	\$50.00		0.80			
N 10	KSMS	07/25/21	08/01/21	Early Fringe Su Hour 1	CM	3p-4p	-----2	:30	2	\$50.00	P-01	0.50	NM	4	\$200.00
				Early Fringe Su Hour 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/21	07/25/21	-----2					2	\$50.00		0.50			
Week:		07/26/21	08/01/21	-----2					2	\$50.00		0.50			
N 11	KSMS	07/25/21	08/01/21	Su Prime A	CM	7p-8p	-----2	:30	2	\$60.00	P-01	0.80	NM	4	\$240.00
				Su Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/21	07/25/21	-----2					2	\$60.00		0.80			
Week:		07/26/21	08/01/21	-----2					2	\$60.00		0.80			
													Totals	78	\$4,520.00





**REP BUYLINES**

Rep: TELEREP, INC.  
Run On: Jul15/21 at 18:41

E-Order#: 2474750 (Rev 0) Agv#10819107  
Station: KSMS-TV MONTEREY-SALINAS  
Agency: SADLER STRATEGIC MEDIA, INC.  
Advertiser: POLJG NEWSOM/D/GOV/ICA  
Buyer: ROSA LOZANO

Headline#: 10180624 (Rev 0)  
Dates: Jul19/21 - Sep13/21  
Product: NEWSOM RECALL 2021  
Tel #:

Traffic#: \_\_\_\_\_  
Salesperson: MARY MCCUE  
Est#: 2516  
Demo: RA25-49

Mod Code	Buy Line	Day/Time	Length	Starting Date	Ending Date	# of Wks	Spt/Week	Total Spots	Total Dollars	Program Name	Rating RA25-49	Rating RA35+	Rep: RA25-49	Last Activity	Last Mod/Rev
	1	M-F/8-9A	30S	\$25	Jul19/21	Jul30/21	2	5	10	DSPRTA AMRCA-NWS/TALK AMRCA-NWS/TALK	0.5	0.6	0.5	Jul14/21	Rev #0: A
	2	M-F/8-10A	30S	\$25	Jul19/21	Jul30/21	2	5	10	DSPRTA AMRCA-NWS/TALK	0.5	0.9	0.5	Jul14/21	Rev #0: A
	3	M-F/10-11A	30S	\$25	Jul19/21	Jul30/21	2	5	10	DSPRTA AMRCA-NWS/TALK	0.3	0.7	0.3	Jul14/21	Rev #0: A
	4	M-F/12N-1230P	30S	\$35	Jul19/21	Jul30/21	2	3	6	M-F NOTICIERO UNIVISIO	0.6	0.8	0.6	Jul14/21	Rev #0: A
	5	M-F/4-5P	30S	\$45	Jul19/21	Jul30/21	2	3	6	GORDO LA FLAC-ENT MAG	0.8	1.2	0.8	Jul14/21	Rev #0: A
	6	M-F/5-6P	30S	\$75	Jul19/21	Jul30/21	2	5	10	PRIMER IMPACTO-NEWSMAG	1.1	1.6	1.1	Jul14/21	Rev #0: A
	7	M-F/7-8P	30S	\$150	Jul19/21	Jul30/21	2	3	6	LA ROSA DE GUAD-DRAMA	1.9	2.1	1.9	Jul14/21	Rev #0: A
	8	M-F/8-9P	30S	\$150	Jul19/21	Jul30/21	2	3	6	DISENANDO TU AMOR-NOVE	1.5	1.9	1.5	Jul14/21	Rev #0: A
	9	M-F/11-1135P	30S	\$50	Jul19/21	Jul30/21	2	3	6	M-F NOTICIAS 67 - LATE	0.8	1.1	0.8	Jul14/21	Rev #0: A
	10	Sun/3-4P	30S	\$50	Jul25/21	Aug01/21	2	2	4	COMO DICE EL DICHO	0.5	0.6	0.5	Jul14/21	Rev #0: A
	11	Sun/7-8P	30S	\$60	Jul25/21	Aug01/21	2	2	4	AQUI Y AHORA-NEWSMAG	0.8	1.1	0.8	Jul14/21	Rev #0: A
<b>Total 78 Spots for: \$4,520</b>										<b>62.8</b>	<b>87.4</b>	<b>62.8</b>	<b>62.8</b>		

Monthly Estimate Dollars:

Jul/21	31.4
Aug/21	31.4
Sep/21	0.0

