

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Sheri Sadler of Sadler Strategic Media, Inc., hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE** →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Gavin Newsom

Authorized committee:

STOP THE REPUBLICAN RECALL OF GOVERNOR NEWSOM

Agency requesting time (and contact information):

N/A Sadler Strategic Media Inc, 12103 Viewcrest Road, Studio City, CA 91604 818-506-5443

Candidate's political party:

DEMOCRAT

Office sought (no acronyms or abbreviations):

GOVERNOR OF CALIFORNIA

Date of election:

UNKNOWN

General

Primary

Treasurer of candidate's authorized committee:

Shawnda Deane

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
<p>Signature: </p> <p>Name: Sheri Sadler</p>	<p>Signature: </p> <p>Name: Kathryn Pernet</p>
<p>Date of Request to Purchase Ad Time: various</p>	<p>Date of Station Agreement to Sell Time: <i>See attached</i></p>

**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:

*See attached authorization.*

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?

Yes

No

Date ad received:

*Under review***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 #:

*592013*

Station Call Letters:

*KSMS*

Date Received/Requested:

*6/17/2021*

Est. #:

Station Location:

*Monterey*

Run Start and End Dates:

*6/18/21 - 6/27-21*

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.

## 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:** 592013  
**Alt Order #:** 10137846  
**Product Desc:** RECALL 2021  
**Estimate:** 2513  
**Flight Dates:** 06/14/21 - 06/27/21  
**Original Date / Rev:** 06/17/21 / 06/18/21  
**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:** HH  
**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:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/31/21	06/27/21	39	\$11,450.00	\$9,732.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2021	39	\$11,450.00	\$9,732.50	0.00
<b>Totals</b>	<b>39</b>	<b>\$11,450.00</b>	<b>\$9,732.50</b>	<b>0.00</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	06/18/21	06/18/21	Morning M-F Hour 1 Morning M-F Hour 1	CM	6a-7a	----1--	:30	1	\$100.00	P-01	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/14/21	06/20/21	----1--		1		\$100.00		0.00					
N 2	KSMS	06/18/21	06/18/21	Despierta America Despierta America	CM	7a-11a	----2--	:30	2	\$175.00	P-01	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/14/21	06/20/21	----2--		2		\$175.00		0.00					
N 3	KSMS	06/21/21	06/25/21	Despierta America Despierta America	CM	7a-11a	MTWTF--	:30	7	\$175.00	P-01	0.00	NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/21/21	06/27/21	MTWTF--		7		\$175.00		0.00					
N 4	KSMS	06/18/21	06/18/21	Early Fringe M-F Hour 2 Early Fringe M-F Hour 2	CM	4p-5p	----1--	:30	1	\$275.00	P-01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/14/21	06/20/21	----1--		1		\$275.00		0.00					
N 5	KSMS	06/21/21	06/25/21	Early Fringe M-F Hour 2 Early Fringe M-F Hour 2	CM	4p-5p	MTWTF--	:30	4	\$275.00	P-01	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/21/21	06/27/21	MTWTF--		4		\$275.00		0.00					
N 6	KSMS	06/18/21	06/18/21	Early Fringe M-F Hour 3 Early Fringe M-F Hour 2.2	CM	5p-6p	----1--	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00

Order / Rev: 592013  
 Alt Order #: 10137846  
 Flight Dates: 06/14/21 - 06/27/21

Advertiser: Newsom, Gavin  
 Product Desc: RECALL 2021  
 Estimate: 2513  
**KSMS-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KSMS	06/21/21	06/25/21	Early Fringe M-F Hour 3	CM	5p-6p	MTWTF--	:30	5	\$350.00	P-01	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/14/21	06/20/21	----1--					1	\$350.00		0.00			
		Week: 06/21/21	06/27/21	MTWTF--					5	\$350.00		0.00			
N 8	KSMS	06/18/21	06/18/21	Early News M-F 1.1	Loca	6p-630p	----1--	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/14/21	06/20/21	----1--					1	\$600.00		0.00			
N 9	KSMS	06/21/21	06/25/21	Early News M-F 1.1	Loca	6p-630p	MTWTF--	:30	4	\$600.00	P-01	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/21/21	06/27/21	MTWTF--					4	\$600.00		0.00			
N 10	KSMS	06/18/21	06/18/21	Late News M-F 1.1	Loca	11p-1135p	----1--	:30	1	\$200.00	P-01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/14/21	06/20/21	----1--					1	\$200.00		0.00			
N 11	KSMS	06/21/21	06/25/21	Late News M-F 1.1	Loca	11p-1135p	MTWTF--	:30	5	\$200.00	P-01	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/21/21	06/27/21	MTWTF--					5	\$200.00		0.00			
N 12	KSMS	06/19/21	06/26/21	Early Fringe Sa Hour 4	CM	630p-7p	-----	:30	0	\$225.00	P-01	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/14/21	06/20/21	-----1-					1	\$225.00		0.00			
		Week: 06/21/21	06/27/21	-----1-					1	\$225.00		0.00			
N 13	KSMS	06/20/21	06/27/21	Monday - Sunday 6a-6a	CM	10:00 AM-12:00 PM	-----1	:30	1	\$300.00	P-01	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/14/21	06/20/21	-----1					1	\$300.00		0.00			
		Week: 06/21/21	06/27/21	-----2					2	\$300.00		0.00			
N 14	KSMS	06/20/21	06/27/21	Early Fringe Su Hour 4	CM	630p-7p	-----1	:30	1	\$375.00	P-01	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/14/21	06/20/21	-----1					1	\$375.00		0.00			
		Week: 06/21/21	06/27/21	-----1					1	\$375.00		0.00			
													Totals	39	\$11,450.00



Rep: TELEREP, INC.  
Run On: Jun17/21 at 20:29

E-Order#: 2472404 (Rev 0) Ag#10755234  
Station: KSMS-TV MONTEREY-SALINAS  
Agency: SADLER STRATEGIC MEDIA, INC.  
Advertiser: POLI/G NEWS/OMID/GOV/CA  
Buyer: ROSA LOZANO

Headline#: 10137846 (Rev 0)  
Dates: Jun14/21 - Jun27/21  
Prod1: RECALL 2021  
Prod2:  
Tel #:

**REP BUYLINES**

Page: 1  
Requested by: MAYRA

Traffic#:  
Salesperson: MARY MCCUE  
Est#: 2513  
Demo: RADULTS

Mod Code	Buy Line	Day/Time	Length	Starting Rate	Ending Date	# of Wks	Spl/Week	Total Spots	Total Dollars	Program Name	Rating RADULTS	Rating RA35+	Rep: Last RADULTS Activity	Last Mod/Rev
	1	Fri/6-7A	30S	\$100	Jun18/21	1	1	1	\$100	DRAMA SERIES	0.2	0.2	0.2 Jun17/21	Rev #0: A
		Contract Comment: DRAMA SERIES												
		Order Comment: APR/2021L1												
	2	Fri/7-11A	30S	\$175	Jun18/21	1	2	2	\$350	DESPIERTA AMERICA	0.5	0.7	0.5 Jun17/21	Rev #0: A
		Contract Comment: DESPIERTA AMERICA												
		Order Comment: APR/2021L1												
	3	M-F/7-11A	30S	\$175	Jun21/21	1	7	7	\$1,225	DESPIERTA AMERICA	0.5	0.7	0.5 Jun17/21	Rev #0: A
		Contract Comment: DESPIERTA AMERICA												
		Order Comment: APR/2021L1												
	4	Fri/4-5P	30S	\$275	Jun18/21	1	1	1	\$275	EL GORDO Y LA FLACA	1.0	1.2	1.0 Jun17/21	Rev #0: A
		Contract Comment: EL GORDO Y LA FLACA												
		Order Comment: APR/2021L1												
	5	M-F/4-5P	30S	\$275	Jun21/21	1	4	4	\$1,100	EL GORDO Y LA FLACA	1.0	1.2	1.0 Jun17/21	Rev #0: A
		Contract Comment: EL GORDO Y LA FLACA												
		Order Comment: APR/2021L1												
	6	Fri/5-6P	30S	\$350	Jun18/21	1	1	1	\$350	PRIMER IMPACTO	1.3	1.6	1.3 Jun17/21	Rev #0: A
		Contract Comment: PRIMER IMPACTO												
		Order Comment: APR/2021L1												
	7	M-F/5-6P	30S	\$350	Jun21/21	1	5	5	\$1,750	PRIMER IMPACTO	1.3	1.6	1.3 Jun17/21	Rev #0: A
		Contract Comment: PRIMER IMPACTO												
		Order Comment: APR/2021L1												
	8	Fri/6-630P	30S	\$600	Jun18/21	1	1	1	\$600	NOTICIAS 67 (LOCAL)	1.8	2.3	1.8 Jun17/21	Rev #0: A
		Contract Comment: NOTICIAS 67 (LOCAL)												
		Order Comment: APR/2021L1												
	9	M-F/6-630P	30S	\$600	Jun21/21	1	4	4	\$2,400	NOTICIAS 67 (LOCAL)	1.8	2.3	1.8 Jun17/21	Rev #0: A
		Contract Comment: NOTICIAS 67 (LOCAL)												
		Order Comment: APR/2021L1												
	10	Fri/11-1135P	30S	\$200	Jun18/21	1	1	1	\$200	LATE LOCAL NEWS	0.7	0.9	0.7 Jun17/21	Rev #0: A
		Contract Comment: LATE LOCAL NEWS												
		Order Comment: APR/2021L1												
	11	M-F/11-1135P	30S	\$200	Jun21/21	1	5	5	\$1,000	LATE LOCAL NEWS	0.7	0.9	0.7 Jun17/21	Rev #0: A
		Contract Comment: LATE LOCAL NEWS												
		Order Comment: APR/2021L1												
	12	Sat/630-7P	30S	\$225	Jun19/21	2	1	2	\$450	NOTICIERO UNIVISION-FDS UNIVISION-FDS	0.6	0.8	0.6 Jun17/21	Rev #0: A
		Contract Comment: NOTICIERO UNIVISION-FDS												
		Order Comment: APR/2021L1												
	13	Sun/10A-12N	30S	\$300	Jun20/21 Jun27/21	1	1 2	1 2	\$300 \$600	LIGA MX	0.5	0.6	0.5 Jun17/21	Rev #0: A
		Contract Comment: LIGA MX												
		Order Comment: APR/2021L1												
	14	Sun/630-7P	30S	\$375	Jun20/21	2	1	2	\$750	NOTICIERO UNIVISION-FDS	0.8	1.1	0.8 Jun17/21	Rev #0: A
		Contract Comment: NOTICIERO UNIVISION-FDS												
		Order Comment: APR/2021L1												
									<b>\$11,450</b>		<b>35.0</b>	<b>44.6</b>	<b>35.0</b>	
									<b>Total 39 Spots for:</b>					
									\$11,450	Jun21	35.0		35.0	Jun21

Monthly Estimate Dollars: