

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

Candidate's political party:

Office sought (no acronyms or abbreviations):

Date of election:

General

Primary

Treasurer of candidate's authorized committee:

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:

Sheri Sadler

Signature:

Kathryn Pernet

Name: Sheri Sadler

Name:

Kathryn Pernet

Date of Request to Purchase Ad Time: 7-29-2021

Date of Station Agreement to Sell Time: 7-29-21

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: 7-29-2021

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 #: <i>596831</i>	Station Call Letters: <i>KSMS</i>	Date Received/Requested: <i>7-29-21</i>
Est. #:	Station Location: <i>Monterey</i>	Run Start and End Dates: <i>7/19/21 - 9/17/21</i>

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: 596831
Alt Order #: 10180624
Product Desc: NEWSOM RECALL 2021
Estimate: 2516
Flight Dates: 07/19/21 - 09/17/21
Original Date / Rev: 07/28/21 / 07/29/21
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	36	\$2,090.00	\$1,776.50
07/26/21	08/29/21	194	\$11,870.00	\$10,089.50
08/30/21	09/17/21	80	\$5,320.00	\$4,522.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2021	36	\$2,090.00	\$1,776.50	29.30
August 2021	194	\$11,870.00	\$10,089.50	162.30
September 2021	80	\$5,320.00	\$4,522.00	72.00
Totals	310	\$19,280.00	\$16,388.00	263.60

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
1	KSMS	07/19/21	07/30/21	Morning M-F Rotator Morning M-F Rotator	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$25.00	P-01	0.50	NM	10	\$250.00
		<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			
2	KSMS	07/19/21	07/30/21	Daytime M-F Hour 1 Daytime M-F Hour 1	CM	9a-10a	MTWTF--	:30	5	\$25.00	P-01	0.50	NM	10	\$250.00
		<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			
3	KSMS	07/19/21	07/30/21	Daytime M-F Hour 2 Daytime M-F Hour 1.2	CM	10a-11a	MTWTF--	:30	5	\$25.00	P-01	0.30	NM	10	\$250.00
		<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			
4	KSMS	07/19/21	07/30/21	Daytime M-F Hour 4.1 Daytime M-F Hour 4.1	CM	12p-1230p	MTWTF--	:30	3	\$35.00	P-01	0.60	NM	6	\$210.00
		<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			

Order / Rev: 596831
 Alt Order #: 10180624
 Flight Dates: 07/19/21 - 09/17/21

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
5	KSMS	07/19/21	07/30/21	Early Fringe M-F Hour 2 Early Fringe M-F Hour 2	CM	4p-5p	MTWTF--	:30	3	\$45.00	P-01	0.80	NM	6	\$270.00
		<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			
6	KSMS	07/19/21	07/30/21	Early Fringe M-F Hour 3 Early Fringe M-F Hour 2.2	CM	5p-6p	MTWTF--	:30	5	\$75.00	P-01	1.10	NM	10	\$750.00
		<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			
7	KSMS	07/19/21	07/30/21	M-F Prime A M-F Prime A	CM	7p-8p	MTWTF--	:30	3	\$150.00	P-01	1.90	NM	6	\$900.00
		<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			
8	KSMS	07/19/21	07/30/21	M-F Prime B M-F Prime B	CM	8p-9p	MTWTF--	:30	3	\$150.00	P-01	1.50	NM	6	\$900.00
		<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			
9	KSMS	07/19/21	07/30/21	Late News M-F 1.1 Late News M-F 1.1	CM	11p-1135p	MTWTF--	:30	3	\$50.00	P-01	0.80	NM	6	\$300.00
		<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			
E 10	KSMS	07/25/21	08/01/21	Early Fringe Su Hour 1 Early Fringe Su Hour 1	CM	3p-4p	-----2	:30	2	\$50.00	P-01	0.50	NM	4	\$200.00
		<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			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	2	KSMS	07/19/21-07/25/21	Early Fringe Su Hour 1		3p-4p	-----Su	:30	(\$50.00)	0.50	NM				
				See MG 10.5											
				[Program Change due to games]											
	5	KSMS	08/01/21-08/01/21	Early Fringe Su Hour 1		3p-4p	-----Su	:30	\$50.00	0.50	NM				
				MG for 10.2 07/25											
		Week: 07/26/21	08/01/21	-----2		2			\$50.00			0.50			
N 11	KSMS	07/25/21	07/25/21	Su Prime A Su Prime A	CM	7p-8p	-----2	:30	2	\$60.00	P-01	0.80	NM	2	\$120.00
		<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			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	KSMS	07/19/21-07/25/21	Su Prime A		7p-8p	-----Su	:30	(\$60.00)	0.80	NM				
				See MG 11.5,11.6											
				[Program Change due to games]											
	2	KSMS	07/19/21-07/25/21	Su Prime A		7p-8p	-----Su	:30	(\$60.00)	0.80	NM				
				See MG 11.5,11.6											
				[Program Change due to games]											
	5	KSMS	08/01/21-08/01/21	Su Prime Rotator		8:00 PM-10:00 PM	-----Su	:30	\$60.00	0.80	NM				
				MG for 11.2,11.1											
	6	KSMS	08/01/21-08/01/21	Su Prime Rotator		8:00 PM-10:00 PM	-----Su	:30	\$60.00	0.80	NM				
				MG for 11.2,11.1											
N 12	KSMS	08/01/21	08/01/21	Daytime Su Hour 6 Daytime Su Hour 6	CM	2p-3p	-----2	:30	2	\$60.00	P-01	0.80	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/26/21	08/01/21	-----2		2			\$60.00			0.80			
N 13	KSMS	08/02/21	09/10/21	Morning M-F Rotator Morning M-F Rotator	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$25.00	P-01	0.50	NM	30	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/02/21	08/08/21	MTWTF--		5			\$25.00			0.50			
		Week: 08/09/21	08/15/21	MTWTF--		5			\$25.00			0.50			

Order / Rev: 596831
 Alt Order #: 10180624
 Flight Dates: 07/19/21 - 09/17/21

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
N 14	KSMS	08/02/21	09/10/21	Daytime M-F Hour 1	CM	9a-10a	MTWTF--	:30	5	\$25.00	P-01	0.50	NM	30	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/16/21	08/22/21	MTWTF--					5	\$25.00		0.50			
		Week: 08/23/21	08/29/21	MTWTF--					5	\$25.00		0.50			
		Week: 08/30/21	09/05/21	MTWTF--					5	\$25.00		0.50			
		Week: 09/06/21	09/12/21	MTWTF--					5	\$25.00		0.50			
N 15	KSMS	08/02/21	09/10/21	Daytime M-F Hour 2	CM	10a-11a	MTWTF--	:30	5	\$25.00	P-01	0.30	NM	30	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/02/21	08/08/21	MTWTF--					5	\$25.00		0.30			
		Week: 08/09/21	08/15/21	MTWTF--					5	\$25.00		0.30			
		Week: 08/16/21	08/22/21	MTWTF--					5	\$25.00		0.30			
		Week: 08/23/21	08/29/21	MTWTF--					5	\$25.00		0.30			
		Week: 08/30/21	09/05/21	MTWTF--					5	\$25.00		0.30			
		Week: 09/06/21	09/12/21	MTWTF--					5	\$25.00		0.30			
N 16	KSMS	08/02/21	09/10/21	Daytime M-F Hour 4.1	CM	12p-1230p	MTWTF--	:30	3	\$35.00	P-01	0.60	NM	18	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/02/21	08/08/21	MTWTF--					3	\$35.00		0.60			
		Week: 08/09/21	08/15/21	MTWTF--					3	\$35.00		0.60			
		Week: 08/16/21	08/22/21	MTWTF--					3	\$35.00		0.60			
		Week: 08/23/21	08/29/21	MTWTF--					3	\$35.00		0.60			
		Week: 08/30/21	09/05/21	MTWTF--					3	\$35.00		0.60			
		Week: 09/06/21	09/12/21	MTWTF--					3	\$35.00		0.60			
N 17	KSMS	08/02/21	09/10/21	Early Fringe M-F Hour 2	CM	4p-5p	MTWTF--	:30	4	\$45.00	P-01	0.80	NM	24	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/02/21	08/08/21	MTWTF--					4	\$45.00		0.80			
		Week: 08/09/21	08/15/21	MTWTF--					4	\$45.00		0.80			
		Week: 08/16/21	08/22/21	MTWTF--					4	\$45.00		0.80			
		Week: 08/23/21	08/29/21	MTWTF--					4	\$45.00		0.80			
		Week: 08/30/21	09/05/21	MTWTF--					4	\$45.00		0.80			
		Week: 09/06/21	09/12/21	MTWTF--					4	\$45.00		0.80			
N 18	KSMS	08/02/21	09/10/21	Early Fringe M-F Hour 3	CM	5p-6p	MTWTF--	:30	4	\$75.00	P-01	1.10	NM	24	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/02/21	08/08/21	MTWTF--					4	\$75.00		1.10			
		Week: 08/09/21	08/15/21	MTWTF--					4	\$75.00		1.10			
		Week: 08/16/21	08/22/21	MTWTF--					4	\$75.00		1.10			
		Week: 08/23/21	08/29/21	MTWTF--					4	\$75.00		1.10			
		Week: 08/30/21	09/05/21	MTWTF--					4	\$75.00		1.10			
		Week: 09/06/21	09/12/21	MTWTF--					4	\$75.00		1.10			
N 19	KSMS	08/02/21	09/17/21	M-F Prime A	CM	7p-8p	MTWTF--	:30	4	\$150.00	P-01	1.90	NM	28	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/02/21	08/08/21	MTWTF--					4	\$150.00		1.90			
		Week: 08/09/21	08/15/21	MTWTF--					4	\$150.00		1.90			
		Week: 08/16/21	08/22/21	MTWTF--					4	\$150.00		1.90			
		Week: 08/23/21	08/29/21	MTWTF--					4	\$150.00		1.90			
		Week: 08/30/21	09/05/21	MTWTF--					4	\$150.00		1.90			
		Week: 09/06/21	09/12/21	MTWTF--					4	\$150.00		1.90			
		Week: 09/13/21	09/19/21	MTWTF--					4	\$150.00		1.90			
N 20	KSMS	08/02/21	09/10/21	M-F Prime B	CM	8p-9p	MTWTF--	:30	4	\$150.00	P-01	1.50	NM	24	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Year	Month	Day	Time	Location	Activity	Remarks
1912	Jan	1	8:00
1912	Jan	2	8:00
1912	Jan	3	8:00
1912	Jan	4	8:00
1912	Jan	5	8:00
1912	Jan	6	8:00
1912	Jan	7	8:00
1912	Jan	8	8:00
1912	Jan	9	8:00
1912	Jan	10	8:00
1912	Jan	11	8:00
1912	Jan	12	8:00
1912	Jan	13	8:00
1912	Jan	14	8:00
1912	Jan	15	8:00
1912	Jan	16	8:00
1912	Jan	17	8:00
1912	Jan	18	8:00
1912	Jan	19	8:00
1912	Jan	20	8:00
1912	Jan	21	8:00
1912	Jan	22	8:00
1912	Jan	23	8:00
1912	Jan	24	8:00
1912	Jan	25	8:00
1912	Jan	26	8:00
1912	Jan	27	8:00
1912	Jan	28	8:00
1912	Jan	29	8:00
1912	Jan	30	8:00
1912	Jan	31	8:00
1912	Feb	1	8:00
1912	Feb	2	8:00
1912	Feb	3	8:00
1912	Feb	4	8:00
1912	Feb	5	8:00
1912	Feb	6	8:00
1912	Feb	7	8:00
1912	Feb	8	8:00
1912	Feb	9	8:00
1912	Feb	10	8:00
1912	Feb	11	8:00
1912	Feb	12	8:00
1912	Feb	13	8:00
1912	Feb	14	8:00
1912	Feb	15	8:00
1912	Feb	16	8:00
1912	Feb	17	8:00
1912	Feb	18	8:00
1912	Feb	19	8:00
1912	Feb	20	8:00
1912	Feb	21	8:00
1912	Feb	22	8:00
1912	Feb	23	8:00
1912	Feb	24	8:00
1912	Feb	25	8:00
1912	Feb	26	8:00
1912	Feb	27	8:00
1912	Feb	28	8:00
1912	Feb	29	8:00
1912	Feb	30	8:00
1912	Mar	1	8:00
1912	Mar	2	8:00
1912	Mar	3	8:00
1912	Mar	4	8:00
1912	Mar	5	8:00
1912	Mar	6	8:00
1912	Mar	7	8:00
1912	Mar	8	8:00
1912	Mar	9	8:00
1912	Mar	10	8:00
1912	Mar	11	8:00
1912	Mar	12	8:00
1912	Mar	13	8:00
1912	Mar	14	8:00
1912	Mar	15	8:00
1912	Mar	16	8:00
1912	Mar	17	8:00
1912	Mar	18	8:00
1912	Mar	19	8:00
1912	Mar	20	8:00
1912	Mar	21	8:00
1912	Mar	22	8:00
1912	Mar	23	8:00
1912	Mar	24	8:00
1912	Mar	25	8:00
1912	Mar	26	8:00
1912	Mar	27	8:00
1912	Mar	28	8:00
1912	Mar	29	8:00
1912	Mar	30	8:00
1912	Mar	31	8:00

Order / Rev: 596831
 Alt Order #: 10180624
 Flight Dates: 07/19/21 - 09/17/21

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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/02/21	08/08/21	MTWTF--					4	\$150.00		1.50			
		Week: 08/09/21	08/15/21	MTWTF--					4	\$150.00		1.50			
		Week: 08/16/21	08/22/21	MTWTF--					4	\$150.00		1.50			
		Week: 08/23/21	08/29/21	MTWTF--					4	\$150.00		1.50			
		Week: 08/30/21	09/05/21	MTWTF--					4	\$150.00		1.50			
		Week: 09/06/21	09/12/21	MTWTF--					4	\$150.00		1.50			
N 21	KSMS	08/02/21	09/10/21	Late News M-F 1.1 Local News M-F 1.1	CM	11p-1135p	MTWTF--	:30	3	\$50.00	P-01	0.80	NM	18	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/02/21	08/08/21	MTWTF--					3	\$50.00		0.80			
		Week: 08/09/21	08/15/21	MTWTF--					3	\$50.00		0.80			
		Week: 08/16/21	08/22/21	MTWTF--					3	\$50.00		0.80			
		Week: 08/23/21	08/29/21	MTWTF--					3	\$50.00		0.80			
		Week: 08/30/21	09/05/21	MTWTF--					3	\$50.00		0.80			
		Week: 09/06/21	09/12/21	MTWTF--					3	\$50.00		0.80			
N 22	KSMS	08/08/21	09/12/21	Late Fringe Su Hour 1	CM	11:00 PM-11:30 PM	PI-----S	:30	1	\$50.00	P-01	0.30	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/02/21	08/08/21	-----S					1	\$50.00		0.30			
		Week: 08/09/21	08/15/21	-----S					1	\$50.00		0.30			
		Week: 08/16/21	08/22/21	-----S					1	\$50.00		0.30			
		Week: 08/23/21	08/29/21	-----S					1	\$50.00		0.30			
		Week: 08/30/21	09/05/21	-----S					1	\$50.00		0.30			
		Week: 09/06/21	09/12/21	-----S					1	\$50.00		0.30			
Totals													310	\$19,280.00	



Rep: TELEREP, INC.
Run On: Jul29/21 at 18:04

E Order#: 2474750 (Rev 1) Agt#10819107
Station: KSMC-TV MONTEREY-SALINAS
Agency: SMIER STRATEGIC MEDIA, INC.
Advertiser: POLI/G NEWS/WDI/GOV/CA
Buyer: ROSA LOZANO

Hdl#: 10180624 (Mod 2.1)
Dates: Jul19/21 - Sep17/21
Prod: NEWSOM RECALL 2021
Tel #:

REP BUYLINES

Page: 1
Requested by: MAYRA

Traffic#: 596831
Salesperson: MARY MCCUE
Est#: 2516
Demo: RA25-49

Mod Code	Buy Line	Day/Time	Length	Starting Rate	Ending Date	# of Wks	Spl Week	Total Spots	Total Dollars	Program Name	Rating RA25-49	Rating RA35+	Rep: Last RA25-49	Activity	Last Mod/Rev
	1	M-F/8-9A	30S	\$25	Jul19/21	2	5	10	\$250	DSPTA AMRCA-NWS/TALK AMRCA-NWS/TALK	0.5	0.6	0.5	Jul29/21	Rev #0: A
	2	M-F/9-10A	30S	\$25	Jul19/21	2	5	10	\$250	DSPTA AMRCA-NWS/TALK AMRCA-NWS/TALK	0.5	0.9	0.5	Jul29/21	Rev #0: A
	3	M-F/10-11A	30S	\$25	Jul19/21	2	5	10	\$250	DSPTA AMRCA-NWS/TALK AMRCA-NWS/TALK	0.3	0.7	0.3	Jul29/21	Rev #0: A
	4	M-F/7N-1230P	30S	\$35	Jul19/21	2	3	6	\$210	M-F NOTICIERO UNIVISIO	0.6	0.8	0.6	Jul29/21	Rev #0: A
	5	M-F/4-5P	30S	\$45	Jul19/21	2	3	6	\$270	GORDO LA FLAC-ENT MAG	0.8	1.2	0.8	Jul29/21	Rev #0: A
	6	M-F/5-6P	30S	\$75	Jul19/21	2	5	10	\$750	PRIMER IMPACTO-NEWSMAG	1.1	1.6	1.1	Jul29/21	Rev #0: A
	7	M-F/7-8P	30S	\$150	Jul19/21	2	3	6	\$900	LA ROSA DE GUAD-DRAMA	1.9	2.1	1.9	Jul29/21	Rev #0: A
	8	M-F/8-9P	30S	\$150	Jul19/21	2	3	6	\$900	DISENANDO TU AMOR-NOVE	1.5	1.9	1.5	Jul29/21	Rev #0: A
	9	M-F/11-135P	30S	\$50	Jul19/21	2	3	6	\$300	M-F NOTICIAS 67 - LATE	0.8	1.1	0.8	Jul29/21	Rev #0: A
	10	Sun/3-4P	30S	\$50	Jul25/21	1	1	1	\$50	COMO DICE EL DICHO	0.5	0.6	0.5	Jul29/21	Mod #0.1: ES
	12	Sun/3-4P	30S	\$50	Aug01/21	1	1	1	\$50	COMO DICE EL DICHO			0.5	Jul26/21	Mod #0.1: A
	13	Sun/8-10P	30S	\$60	Aug01/21	1	1	1	\$60	COMO DICE EL DICHO			0.5	Jul26/21	Mod #0.1: A
	14	Sun/8-10P	30S	\$60	Aug01/21	1	1	1	\$60	COMO DICE EL DICHO			0.5	Jul26/21	Mod #0.1: A
	11	Sun/7-8P	30S	\$60	Jul25/21	1	0	0	\$0	AQUI Y AHORA-NEWSMAG	0.8	1.1	0.8	Jul29/21	Mod #1.1: S
	15	Sun/2-3P	30S	\$60	Aug01/21	1	1	1	\$60	AQUI Y AHORA			0.8	Jul28/21	Mod #1.1: A
	16	Sun/2-3P	30S	\$60	Aug01/21	1	1	1	\$60	AQUI Y AHORA			0.8	Jul28/21	Mod #1.1: A
	17	M-F/8-9A	30S	\$25	Aug02/21	6	5	30	\$750	DSPTA AMRCA-NWS/TALK AMRCA-NWS/TALK	0.5	0.6	0.5	Jul29/21	Mod #2.1: A
	18	M-F/9-10A	30S	\$25	Aug02/21	6	5	30	\$750	DSPTA AMRCA-NWS/TALK AMRCA-NWS/TALK	0.5	0.9	0.5	Jul29/21	Mod #2.1: A
	19	M-F/10-11A	30S	\$25	Aug02/21	6	5	30	\$750	DSPTA AMRCA-NWS/TALK AMRCA-NWS/TALK	0.3	0.7	0.3	Jul29/21	Mod #2.1: A
	20	M-F/7N-1230P	30S	\$35	Aug02/21	6	3	18	\$630	M-F NOTICIERO UNIVISIO	0.6	0.8	0.6	Jul29/21	Mod #2.1: A
	21	M-F/4-5P	30S	\$45	Aug02/21	6	4	24	\$1,080	GORDO LA FLAC-ENT MAG	0.8	1.2	0.8	Jul29/21	Mod #2.1: A



Rep: TELEREP, INC.
Run On: Jul29/21 at 18:04

E Order#: 2474750 (Rev 1) Acq#10819107
Station: KSMS-TV MONTEREY-SALINAS

REP BUYLINES

Hdln#: 10180624 (Mod 2.1)
Dates: Jul19/21 - Sep17/21

Page: 2
Requested by: MAYRA

Traffic#: 596831
Salesperson: MARY MCCUE

Mod Code	Buy Line	Day/Time	Length	Rate	Starting Date	Ending Date	# of Wks	Spt/Week	Total Spots	Total Dollars	Program Name	Rating RA25-49	Rating RA35+	Rep: Last RA25-49	Activity	Last Mod/Rev	
A	22	M-F/5-6P	30S	\$75	Aug02/21	Sep10/21	6	4	24	\$1,800	PRIMER IMPACTO-NEWS...	1.1	1.6	1.1	1.1	Jul29/21	Mod #2.1: A
Contract Comment: GORDO LA FLAC-ENT MAG																	
A	23	M-F/7-8P	30S	\$150	Aug02/21	Sep17/21	7	4	28	\$4,200	LA ROSA DE GUAD-DRAMA	1.9	2.1	1.9	1.9	Jul29/21	Mod #2.1: A
Contract Comment: PRIMER IMPACTO-NEWSMAG																	
A	24	M-F/8-9P	30S	\$150	Aug02/21	Sep10/21	6	4	24	\$3,600	DISENANDO TU AMOR-NOVE	1.5	1.9	1.5	1.5	Jul29/21	Mod #2.1: A
Contract Comment: LA ROSA DE GUAD-DRAMA																	
A	25	M-F/11-1135P	30S	\$50	Aug02/21	Sep10/21	6	3	18	\$900	M-F NOTICIAS 67 - LATE	0.8	1.1	0.8	0.8	Jul29/21	Mod #2.1: A
Contract Comment: DISENANDO TU AMOR-NOVE																	
A	26	Sum/11-1130P	30S	\$50	Aug08/21	Sep12/21	6	1	6	\$300	MARIA DE TODOS LA	0.3	0.4	0.3	0.3	Jul29/21	Mod #2.1: A
Contract Comment: M-F NOTICIAS 67 - LATE																	
Contract Comment: MARIA DE TODOS LA																	
Total 310 Spots for:											\$19,280	259.9	356.6	263.0			
Monthly Estimate Dollars:																	
											\$2,090	Jul/21	29.3	Jul/21			
											\$11,870	Aug/21	161.7	Aug/21			
											\$5,320	Sep/21	72.0	Sep/21			

