

# ORDER



**Orders**  
**Order / Rev:** 370790B  
**Alt Order #:**  
**Product Desc:** Political Campaign 2018  
**Estimate:**  
**Flight Dates:** 02/15/18 - 03/03/18  
**Original Date / Rev:** 02/12/18 / 02/12/18  
**Order Type:** GENERAL

**KVLY-FM**

**Primary AE:** Isaac Hernandez - 3313  
**Sales Office:** L-MCA  
**Sales Region:** LOCAL

**Agency**  
**Name:** Kool River Media  
**Buying Contact:**  
**Billing Contact:**  
 1401 E. Expwy 83, Suite A  
 Donna, TX 78537

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

**Advertiser**  
**Name:** Javier Villalobos for Commissioner Di  
**Demographic:** HH  
**Product Codes:** Candidates  
**Priority:** P-04  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL

**New Business Thru:** 02/07/19  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/01/18	02/28/18	100	\$235.00	\$199.75
03/01/18	03/03/18	15	\$15.00	\$12.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2018	100	\$235.00	\$199.75	0.00
March 2018	15	\$15.00	\$12.75	0.00
<b>Totals</b>	<b>115</b>	<b>\$250.00</b>	<b>\$212.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Isaac Hernandez - 3313	L-MCA	LOCAL	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	KVLY	02/15/18	02/22/18	M-Su 6a-12a	CM	7:00 PM-12:00 XM	2222223	:30	15	\$10.00	P-04	0.00	NM	15	\$150.00
				M-Su 6a-12a		(7:00 PM-12:00 XM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/18	02/18/18	---2223		9				\$10.00		0.00			
		Week: 02/19/18	02/25/18	2121---		6				\$10.00		0.00			
N 2	KVLY	02/15/18	03/03/18	Mon-Sun 12a-12x	CM	12:00 AM-6:00 AM	++++555	:30	55	\$1.00	P-04	0.00	NM	100	\$100.00
				Mon-Sun 12a-12x		(12:00 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/12/18	02/18/18	---5555		20				\$1.00		0.00			
		Week: 02/19/18	02/25/18	+5++555		50				\$1.00		0.00			
		Week: 02/26/18	03/04/18	55555--		30				\$1.00		0.00			
													<b>Totals</b>	<b>115</b>	<b>\$250.00</b>

**CONTRACT**

**KVLY-FM**  
**801 North Jackson Road**  
**McAllen, TX 78501**  
**(956) 687-4848**

And:

**Kool River Media**  
**1401 E. Expwy 83, Suite A**  
**Donna, TX 78537**

<u>Contract / Revision</u> 370790B /		<u>Alt Order #</u>
<u>Product</u> Political Campaign 2018		
<u>Contract Dates</u> 02/15/18 - 03/03/18		<u>Estimate #</u>
<u>Advertiser</u> Javier Villalobos for Commissioner Distric		<u>Original Date / Revision</u> 02/12/18 / 02/12/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KVLY-FM	<u>Account Executive</u> Isaac Hernandez - 33	<u>Sales Office</u> McAllen
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KVLY	02/15/18	02/22/18	M-Su 6a-12a	7:00 PM-12:00 XM		:30				NM	15	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	02/12/18	02/18/18	---2223				9	\$10.00				
	Week:	02/19/18	02/25/18	2121---				6	\$10.00				
N 2	KVLY	02/15/18	03/03/18	Mon-Sun 12a-12x	12:00 AM-6:00 AM		:30				NM	100	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	02/12/18	02/18/18	---5555				20	\$1.00				
	Week:	02/19/18	02/25/18	+5++555				50	\$1.00				
	Week:	02/26/18	03/04/18	555555-				30	\$1.00				
<b>Totals</b>								<b>0.00</b>				<b>115</b>	<b>\$250.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/01/18 - 02/28/18	100	\$235.00	(\$35.25)	\$199.75
03/01/18 - 03/03/18	15	\$15.00	(\$2.25)	\$12.75
<b>Totals</b>	<b>115</b>	<b>\$250.00</b>	<b>(\$37.50)</b>	<b>\$212.50</b>

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at [www.entravision.com/termsandconditions](http://www.entravision.com/termsandconditions), constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

# **Kool River**

## **Media & Entertainment LLC**

Agency of Record (AOR) Letter  
Date 2-6-18

The Advertising agency named below (Kool River Media) is hereby authorized to order advertising on behalf of the undersigned (Javier Villalobos for Commissioner District 1) for all media outlets and communication partners. The authorization shall remain in effect until written revocation from the advertiser is delivered to the assigned media partner.

All of the advertising placed by agent on behalf of advertiser for advertising shall be paid by the:

☐ Advertiser ☒ Agency on behalf of the Advertiser

Agency: Kool River Media  
1421 East Expressway 83 Ste A  
Donna, TX 78537

Client: Javier Villalobos for Commissioner District 1  
Address: 5804 N. 23<sup>rd</sup> St  
McAllen, TX 78504

All invoices and statements should be sent directly to:  
☐ Advertiser ☒ Agency on behalf of the advertiser

By signing below, I represent and warrant that I am duly authorized to legally bind the advertiser.

Agency Signature: [Signature]  
Print Name: David De Los Rios

Date: 2/7/18  
Date: 2/7/18

Advertiser Signature: [Signature]  
Print Name: Javier Villalobos

Date: 2/7/18  
Date: 2/7/18

## 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:**I, Javier Villalobosbeing/on behalf of: Javier Villalobos For Commissioner District 1a legally qualified candidate of the Democraticpolitical party for the office of: Hidalgo County, Commissioner District 1, McAllen Texasin the City of McAllenelection to be held on: Special Election Date TBA

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
1:30	M-SU 12a-12a	M-SU	3	20 50 30	3

**Attach proposed schedule with charges (if available):**

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

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:

Rafael Flores

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**

2-13-18  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted In Part

☐ Rejected

[Signature]  
Signature

Angel Nuente  
Printed Name

SUPVINS  
Title