

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Mark Mezzano, hereby request station time as follows:

<b>IDENTIFY CANDIDATE TYPE</b> →	<input type="checkbox"/> FEDERAL CANDIDATE
	<input checked="" type="checkbox"/> STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Mark Mezzano

Authorized committee:

Mark Mezzano for Assembly 2024

Agency requesting time (and contact information):

N/A Prism Media Solutions

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

California Assembly District 1

Date of election:

March 5th 2024

General

Primary

Treasurer of candidate's authorized committee:

Kelly Lawler

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

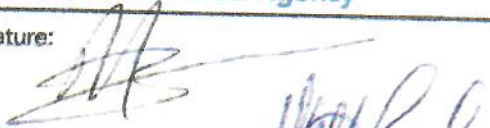

the candidate listed above who is a legally qualified candidate, or

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: 	Signature: 
Name: Matt Bogdanovich	Name: Mark Fitzmaurice
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 1/29/2024

**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: 

Name: Mark Mezzano

Date: 12/14/2023

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 2/12/2024

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 **AD4-NEWSM-30**
- 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 #: 200766	Station Call Letters: KRMS	Date Received/Requested: 1/29/2024
Est. # PIMMARS MARCH 2024	Station Location: Redding, CA	Run/Start and End Dates: 1/30/2024 - 3/5/2024

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.



Stephens Media Group  
 3360 Alta Mesa Drive  
 Redding, California 96002  
 Phone: (530) 226-9500



PRISM MEDIA SOLUTIONS  
 PO BOX 990613  
 REDDING, CA 96099-0613

Advertiser: MARK MEZZANO  
 Order #: 2723009583777  
 Contract #: 200766  
 Date Entered: 01/26/2024  
 Last Modified: 01/29/2024  
 Product:  
 Salesperson: LISA CALLAHAN  
 Billing Cycle: Calendar Month  
 Estimate #: Primaries March 2024

Order Date Range: 01/30/2024 through 03/05/2024 (6 weeks)  
 Media Outlets: KQMS-AM, KRDG-FM, KSHA-FM

**On-Air Schedule**

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	01/30/24-02/04/24	KQMS-AM	06:00AM-07:00PM	30	--	5	5	5	5	--	--	20	25.00	20	500.00
2	02/05/24-02/11/24	KQMS-AM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	25.00	20	500.00
3	02/12/24-02/18/24	KQMS-AM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	25.00	20	500.00
4	02/19/24-02/25/24	KQMS-AM	06:00AM-07:00PM	30	4	4	5	5	5	--	--	23	25.00	23	575.00
5	02/26/24-03/03/24	KQMS-AM	06:00AM-07:00PM	30	5	5	5	5	5	--	--	25	25.00	25	625.00
6	03/04/24-03/05/24	KQMS-AM	06:00AM-07:00PM	30	5	5	--	--	--	--	--	10	25.00	10	250.00
7	01/30/24-02/04/24	KSHA-FM	06:00AM-07:00PM	30	--	5	5	5	5	--	--	20	15.00	20	300.00
8	02/05/24-02/11/24	KSHA-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	15.00	20	300.00
9	02/12/24-02/18/24	KSHA-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	15.00	20	300.00
10	02/19/24-02/25/24	KSHA-FM	06:00AM-07:00PM	30	4	4	5	5	5	--	--	23	15.00	23	345.00
11	02/26/24-03/03/24	KSHA-FM	06:00AM-07:00PM	30	5	5	5	5	5	--	--	25	15.00	25	375.00
12	03/04/24-03/05/24	KSHA-FM	06:00AM-07:00PM	30	5	5	--	--	--	--	--	10	15.00	10	150.00
13	01/30/24-02/04/24	KRDG-FM	06:00AM-07:00PM	30	--	5	5	5	5	--	--	20	10.00	20	200.00
14	02/05/24-02/11/24	KRDG-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	10.00	20	200.00
15	02/12/24-02/18/24	KRDG-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	10.00	20	200.00
16	02/19/24-02/25/24	KRDG-FM	06:00AM-07:00PM	30	4	4	5	5	5	--	--	23	10.00	23	230.00
17	02/26/24-03/03/24	KRDG-FM	06:00AM-07:00PM	30	5	5	5	5	5	--	--	25	10.00	25	250.00
18	03/04/24-03/05/24	KRDG-FM	06:00AM-07:00PM	30	5	5	--	--	--	--	--	10	10.00	10	100.00

**Station Totals**

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Commission	Net Billing
KQMS-AM	118	0	0	0	\$2,950.00	\$442.50	\$2,507.50
KRDG-FM	118	0	0	0	\$1,180.00	\$177.00	\$1,003.00
KSHA-FM	118	0	0	0	\$1,770.00	\$265.50	\$1,504.50
<b>Totals</b>	<b>354</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$5,900.00</b>	<b>\$885.00</b>	<b>\$5,015.00</b>

**Total Charges: \$5,900.00**  
**Agency Commission: \$885.00**  
**Total Net: \$5,015.00**

DUE UPON RECEIPT

**Projected Billing By Calendar Month**

Month	Year	Gross Billing	Net Billing
January	2024	\$500.00	\$425.00
February	2024	\$4,650.00	\$3,952.50
March	2024	\$750.00	\$637.50
<b>Totals</b>		<b>\$5,900.00</b>	<b>\$5,015.00</b>

Accepted for Stephens Media Group

Accepted for advertiser OR agency as agent for the advertiser

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_



Station: KQMS-FM

Jan-24

Client: Mark Mezzano for Assembly

Daypart	LEN	M	T	W	T	F	S	S	RATE	adults	Total Men	COST	
18+													
Week 1	1/29/2024 - 2/4/2024												
7a - 3p	:30	4	4	4	4	4	0	0	\$25.00	1,600	32,000	\$500.00	
Totals		4	4	4	4	4	0	0					
Week 2	2/5/2024 - 2/11/2024												
7a - 3p	:30	4	4	4	4	4	0	0	\$25.00	1,600	32,000	\$500.00	
Totals		4	4	4	4	4	0	0					
Week 3	2/12/2024 - 2/18/2024												
7a - 3p	:30	4	4	4	4	4	0	0	\$25.00	1,600	32,000	\$500.00	
Totals		4	4	4	4	4	0	0					
Week 4	2/19/2024 - 2/25/2024												
7a - 3p	:30	4	4	5	5	5	0	0	\$25.00	1,600	36,800	\$575.00	
Totals		4	4	5	5	5	0	0					
Week 5	2/26/2024 - 3/3/2024												
7a - 3p	:30	5	5	5	5	5	0	0	\$25.00	1,600	40,000	\$625.00	
Totals		5	5	5	5	5	0	0					
Week 6	3/4/2024 - 3/10/2024												
7a - 3p	:30	5	5	0	0	0	0	0	\$25.00	1,600	16,000	\$250.00	
Totals		5	5	0	0	0	0	0					
Totals												188,800	
CPM												\$15.63	
												Net	\$2,507.50
												Gross	\$2,950.00



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FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

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Candidate name:

Mark Mezzano

Authorized committee:

Mark Mezzano for Assembly 2024

Agency requesting time (and contact information):

N/A Prism Media Solutions

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

California Assembly District 1

Date of election:

March 5th 2024

General

Primary

Treasurer of candidate's authorized committee:

Kelly Lawler

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the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

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Candidate/Committee/Agency

Signature:

Name: Malt Bogdanovich

Date of Request to Purchase Ad Time:

Station Representative

Signature:

Name: Mark Fitzmaurice

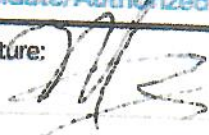
Date of Station Agreement to Sell Time: 1/29/2024

**Federal Candidate Certification:**

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**Candidate/Authorized Committee/Agency**

Signature:



Name: Mark Mezzano

Date: 12/14/2023

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 2/12/2024

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 AD4 NEWSom - 30
- 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 #: 200766	Station Call Letters: KSHA-FM	Date Received/Requested: 1/29/2024
Est. #: PRIMARIES MARCH 2024	Station Location: Redding, CA	Run/Start and End Dates: 1/30/2024 - 3/5/2024

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.



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 3360 Alta Mesa Drive  
 Redding, California 96002  
 Phone: (530) 226-9500



Advertiser: MARK MEZZANO  
 Order #: 2723009583777  
 Contract #: 200766  
 Date Entered: 01/26/2024  
 Last Modified: 01/29/2024  
 Product:  
 Salesperson: LISA CALLAHAN  
 Billing Cycle: Calendar Month  
 Estimate #: Primaries March 2024

PRISM MEDIA SOLUTIONS  
 PO BOX 990613  
 REDDING, CA 96099-0613

Order Date Range: 01/30/2024 through 03/05/2024 (6 weeks)  
 Media Outlets: KQMS-AM, KRDG-FM, KSHA-FM

**On-Air Schedule**

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	01/30/24-02/04/24	KQMS-AM	06:00AM-07:00PM	30	--	5	5	5	5	--	--	20	25.00	20	500.00
2	02/05/24-02/11/24	KQMS-AM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	25.00	20	500.00
3	02/12/24-02/18/24	KQMS-AM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	25.00	20	500.00
4	02/19/24-02/25/24	KQMS-AM	06:00AM-07:00PM	30	4	4	5	5	5	--	--	23	25.00	23	575.00
5	02/26/24-03/03/24	KQMS-AM	06:00AM-07:00PM	30	5	5	5	5	5	--	--	25	25.00	25	625.00
6	03/04/24-03/05/24	KQMS-AM	06:00AM-07:00PM	30	5	5	--	--	--	--	--	10	25.00	10	250.00
7	01/30/24-02/04/24	KSHA-FM	06:00AM-07:00PM	30	--	5	5	5	5	--	--	20	15.00	20	300.00
8	02/05/24-02/11/24	KSHA-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	15.00	20	300.00
9	02/12/24-02/18/24	KSHA-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	15.00	20	300.00
10	02/19/24-02/25/24	KSHA-FM	06:00AM-07:00PM	30	4	4	5	5	5	--	--	23	15.00	23	345.00
11	02/26/24-03/03/24	KSHA-FM	06:00AM-07:00PM	30	5	5	5	5	5	--	--	25	15.00	25	375.00
12	03/04/24-03/05/24	KSHA-FM	06:00AM-07:00PM	30	5	5	--	--	--	--	--	10	15.00	10	150.00
13	01/30/24-02/04/24	KRDG-FM	06:00AM-07:00PM	30	--	5	5	5	5	--	--	20	10.00	20	200.00
14	02/05/24-02/11/24	KRDG-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	10.00	20	200.00
15	02/12/24-02/18/24	KRDG-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	10.00	20	200.00
16	02/19/24-02/25/24	KRDG-FM	06:00AM-07:00PM	30	4	4	5	5	5	--	--	23	10.00	23	230.00
17	02/26/24-03/03/24	KRDG-FM	06:00AM-07:00PM	30	5	5	5	5	5	--	--	25	10.00	25	250.00
18	03/04/24-03/05/24	KRDG-FM	06:00AM-07:00PM	30	5	5	--	--	--	--	--	10	10.00	10	100.00

**Station Totals**

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Commission	Net Billing
KQMS-AM	118	0	0	0	\$2,950.00	\$442.50	\$2,507.50
KRDG-FM	118	0	0	0	\$1,180.00	\$177.00	\$1,003.00
KSHA-FM	118	0	0	0	\$1,770.00	\$265.50	\$1,504.50
<b>Totals</b>	<b>354</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$5,900.00</b>	<b>\$885.00</b>	<b>\$5,015.00</b>

Total Charges: \$5,900.00  
 Agency Commission: \$885.00  
 Total Net: \$5,015.00

DUE UPON RECEIPT

**Projected Billing By Calendar Month Month**

Month	Year	Gross Billing	Net Billing
January	2024	\$500.00	\$425.00
February	2024	\$4,650.00	\$3,952.50
March	2024	\$750.00	\$637.50
<b>Totals</b>		<b>\$5,900.00</b>	<b>\$5,015.00</b>

Accepted for Stephens Media Group

Accepted for advertiser OR agency as agent for the advertiser

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_



Station: KSHA

Jan-24

Client: Mark Mezzano for Assembly 18+

Daypart	LEN	M	T	W	T	F	S	S	RATE	Adults	Totals
<b>Week 1</b> 1/29/2024 - 2/4/2024											
9a-4p	:30	4	4	4	4	4	0	0	\$15.00	1,100	\$300.00
20											
<b>Week 2</b> 2/5/2024 - 2/11/2024											
9a-4p	:30	4	4	4	4	4	0	0	\$15.00	1,100	\$300.00
20											
<b>Week 3</b> 2/12/2024 - 2/18/2024											
9a-4p	:30	4	4	4	4	4	0	0	\$15.00	1,100	\$300.00
20											
<b>Week 4</b> 2/19/2024 - 2/25/2024											
9a-4p	:30	4	4	5	5	5	0	0	\$15.00	1,100	\$345.00
25											
<b>Week 5</b> 2/26/2024 - 3/3/2024											
9a-4p	:30	5	5	5	5	5	0	0	\$15.00	1,100	\$375.00
25											
<b>Week 6</b> 3/4/2024 - 3/10/2024											
9a-4p	:30	5	5	0	0	0	0	0	\$15.00	1,100	\$150.00
10											
Totals										129,800	
CPM										\$13.64	
										Net	\$1,504.50
										Gross	\$1,770.00



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Candidate name:

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Mark Mezzano for Assembly 2024

Agency requesting time (and contact information):

N/A Prism Media Solutions

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

California Assembly District 1

Date of election:

March 5th 2024

General

Primary

Treasurer of candidate's authorized committee:

Kelly Lawler

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**Candidate/Committee/Agency**

Signature:

Name: Matt Bogdanovich

Date of Request to Purchase Ad Time:

**Station Representative**

Signature:

Name: Mark Fitzgerald

Date of Station Agreement to Sell Time: 1/29/2024

**Federal Candidate Certification:**

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Signature: 

Name: Mark Mezzano

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Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 200766	Station Call Letters: KRIG-FM	Date Received/Requested: 1/29/2024
Est. #: PIMARR, 25 MAR 2024	Station Location: Redding, CA	Run/Start and End Dates: 1/30/2024 - 3/5/2024

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.



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*Stephens Media Group*

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3	02/12/24-02/18/24	KQMS-AM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	25.00	20	500.00
4	02/19/24-02/25/24	KQMS-AM	06:00AM-07:00PM	30	4	4	5	5	5	--	--	23	25.00	23	575.00
5	02/26/24-03/03/24	KQMS-AM	06:00AM-07:00PM	30	5	5	5	5	5	--	--	25	25.00	25	625.00
6	03/04/24-03/05/24	KQMS-AM	06:00AM-07:00PM	30	5	5	--	--	--	--	--	10	25.00	10	250.00
7	01/30/24-02/04/24	KSHA-FM	06:00AM-07:00PM	30	--	5	5	5	5	--	--	20	15.00	20	300.00
8	02/05/24-02/11/24	KSHA-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	15.00	20	300.00
9	02/12/24-02/18/24	KSHA-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	15.00	20	300.00
10	02/19/24-02/25/24	KSHA-FM	06:00AM-07:00PM	30	4	4	5	5	5	--	--	23	15.00	23	345.00
11	02/26/24-03/03/24	KSHA-FM	06:00AM-07:00PM	30	5	5	5	5	5	--	--	25	15.00	25	375.00
12	03/04/24-03/05/24	KSHA-FM	06:00AM-07:00PM	30	5	5	--	--	--	--	--	10	15.00	10	150.00
13	01/30/24-02/04/24	KRDG-FM	06:00AM-07:00PM	30	--	5	5	5	5	--	--	20	10.00	20	200.00
14	02/05/24-02/11/24	KRDG-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	10.00	20	200.00
15	02/12/24-02/18/24	KRDG-FM	06:00AM-07:00PM	30	4	4	4	4	4	--	--	20	10.00	20	200.00
16	02/19/24-02/25/24	KRDG-FM	06:00AM-07:00PM	30	4	4	5	5	5	--	--	23	10.00	23	230.00
17	02/26/24-03/03/24	KRDG-FM	06:00AM-07:00PM	30	5	5	5	5	5	--	--	25	10.00	25	250.00
18	03/04/24-03/05/24	KRDG-FM	06:00AM-07:00PM	30	5	5	--	--	--	--	--	10	10.00	10	100.00

**Station Totals**

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Commission	Net Billing
KQMS-AM	118	0	0	0	\$2,950.00	\$442.50	\$2,507.50
KRDG-FM	118	0	0	0	\$1,180.00	\$177.00	\$1,003.00
KSHA-FM	118	0	0	0	\$1,770.00	\$265.50	\$1,504.50
<b>Totals</b>	<b>354</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$5,900.00</b>	<b>\$885.00</b>	<b>\$5,015.00</b>

Total Charges: \$5,900.00  
 Agency Commission: \$885.00  
 Total Net: \$5,015.00

DUE UPON RECEIPT

**Projected Billing By Calendar Month Month**

Month	Year	Gross Billing	Net Billing
January	2024	\$500.00	\$425.00
February	2024	\$4,650.00	\$3,952.50
March	2024	\$750.00	\$637.50
<b>Totals</b>		<b>\$5,900.00</b>	<b>\$5,015.00</b>

Accepted for Stephens Media Group

Accepted for advertiser OR agency as agent for the advertiser

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_



Station: KR DG

Jan-24

*Handwritten signature*

Client: Mark Mezzano for Assembly

18+

Daypart	LEN	M	T	W	T	F	S	S	RATE	Adults	Total Men	Total	
<b>Week 1</b>													
1/29/2024 - 2/4/2024													
9a-5p	:30	4	4	4	4	4	0	0	\$10.00	1,100	22,000	\$200.00	
20													
<b>Week 2</b>													
2/5/2024 - 2/11/2024													
9a-5p	:30	4	4	4	4	4	0	0	\$10.00	1,100	22,000	\$200.00	
20													
<b>Week 3</b>													
2/12/2024 - 2/18/2024													
9a-5p	:30	4	4	4	4	4	0	0	\$10.00	1,100	22,000	\$200.00	
20													
<b>Week 4</b>													
2/19/2024 - 2/25/2024													
9a-5p	:30	4	4	5	5	5	0	0	\$10.00	1,100	0	\$230.00	
<b>Week 5</b>													
2/26/2024 - 3/3/2024													
9a-5p	:30	5	5	5	5	5	0	0	\$10.00	1,100	27,500	\$250.00	
25													
<b>Week 6</b>													
3/4/2024 - 3/10/2024													
9a-5p	:30	5	5	0	0	0	0	0	\$10.00	1,100	11,000	\$100.00	
10													
<b>Totals</b>											95	Net	\$1,003.00
												Gross	\$1,180.00

104,500  
\$11.29