

## 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

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Missy McArthur,  
being/on behalf of: Missy McArthur for Supervisor 2018,  
a legally qualified candidate of the Shasta Co Supervisor, Dist 1  
NPP  
~~political party~~ for the office of: \_\_\_\_\_  
in the \_\_\_\_\_  
election to be held on: June 5, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

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

Missy McArthur for Supervisor 2018

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:

Michelle Peppel

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***

3/15/18  
**Date**

[Signature]  
**Signature**

***To Be Signed By Station Representative***

**Accepted**  
[Signature]  
**Signature**

**Accepted in Part**  
Andrew STEWART  
**Printed Name**

**Rejected**  
SM  
**Title**



# Package

Advertiser: Missy McArthur  
 Agency:  
 Buyer:  
 Length(s): :15, :30  
 Proposal #: 933205  
 Market [Rank]: CHICO, CA-COMSCORE LO  
 Books: May - Nov 17-COMSCORE LO  
 Flight Dates: 04/01/18 - 06/04/18

Station Contact:  
 Name: Tom Newhouse  
 Phone: (707) 633-2938  
 Fax:  
 Email: tnewhouse@bontencalifornia.com

Program DP Days Time	Len	Rate	Apr 1	Apr 2	Apr 9	Apr 16	Apr 23	Apr 30	May 7	May 14	May 21	May 28	Jun 4	Cost Spots	A18+ 000 CPM	A35+ 000 CPM
<b>KRCR</b> <b>NEWS CH 7: DAYBREAK 6AM</b> M M-F 6:00A- 7:00A	:30	\$100	-	1	-	1	-	-	-	-	-	-	-	\$200	13.1	11.4
														2	\$7.63	\$8.77
	:15	\$65	-	-	2	-	2	-	-	-	-	-	-	\$260	13.1	11.4
														4	\$4.96	\$5.70
	:30	\$125	-	-	-	-	-	-	-	-	-	-	1	\$125	13.1	11.4
														1	\$9.54	\$10.96
	:15	\$81.25	-	-	-	-	-	-	2	-	2	1	1	\$487.50	13.1	11.4
														6	\$6.20	\$7.13
<b>GOOD MORNING AMERICA</b> M M-F 7:00A- 8:00A	:30	\$100	-	1	-	1	-	-	-	-	-	-	-	\$200	15.2	13.1
														2	\$6.58	\$7.63
	:15	\$65	-	-	1	-	1	-	-	-	-	-	-	\$130	15.2	13.1
														2	\$4.28	\$4.96
	:15	\$81.25	-	-	-	-	-	-	-	-	1	1	1	\$243.75	15.2	13.1
														3	\$5.35	\$6.20
<b>CHANNEL 7 NEWS @ 5PM</b> R M-F 5:00P- 5:30P	:30	\$125	-	-	1	-	1	-	-	-	-	-	-	\$250	22.0	19.3
														2	\$5.68	\$6.48
	:15	\$81.25	-	2	-	2	-	-	-	-	-	-	-	\$325	22.0	19.3
														4	\$3.69	\$4.21
	:30	\$175	-	-	-	-	-	-	-	-	-	1	-	\$175	22.0	19.3
														1	\$7.95	\$9.07
	:15	\$113.75	-	-	-	-	-	2	-	2	1	-	1	\$682.50	22.0	19.3
														6	\$5.17	\$5.89
<b>Channel 7 News 6:30pm Sun</b> R SUN 6:30P- 7:00P	:30	\$75	-	1	-	1	-	-	-	-	-	-	-	\$150	20.7	17.9
														2	\$3.62	\$4.19
	:15	\$48.75	1	-	1	-	1	-	-	-	-	-	-	\$146.25	20.7	17.9
														3	\$2.36	\$2.72
	:30	\$100	-	-	-	-	-	-	1	-	-	-	-	\$100	20.7	17.9
														1	\$4.83	\$5.59
	:15	\$65	-	-	-	-	-	-	-	2	2	-	-	\$260	20.7	17.9
														4	\$3.14	\$3.63
<b>THIS WEEK SUN</b> W SUN 8:00A- 9:00A	:15	\$32.50	1	2	1	2	1	-	-	-	-	-	-	\$227.50	8.9	7.7
														7	\$3.65	\$4.22
	:15	\$48.75	-	-	-	-	-	1	-	1	-	1	-	\$146.25	8.9	7.7
														3	\$5.48	\$6.33
<b>Weekly Subtotals</b>			2	7	6	7	6	3	3	3	6	6	4	\$4,108.75		
														53		

Program DP Days Time	Len	Rate	Apr 1	Apr 2	Apr 9	Apr 16	Apr 23	Apr 30	May 7	May 14	May 21	May 28	Jun 4	Cost Spots	A18+ 000 CPM	A35+ 000 CPM
<b>KVCU</b> <b>KRCR News on Fox 20</b> T M-Su 10:00P-10:30P	:15	\$48.75	1	1	-	1	1	-	-	-	-	-	-	\$195	4.3	3.8
														4	\$11.34	\$12.83
	:15	\$65	-	-	-	-	-	-	-	-	1	1	1	\$195	4.3	3.8
														3	\$15.12	\$17.11
<b>Fox News Sunday</b> W SUN 8:00A- 9:00A	:30	\$25	-	1	-	1	-	-	-	-	-	-	-	\$50	1.7	1.5
														2	\$14.71	\$16.67
	:15	\$16.25	1	-	1	-	1	-	-	-	-	-	-	\$48.75	1.7	1.5
														3	\$9.56	\$10.83
	:15	\$32.50	-	-	-	-	-	1	-	1	-	1	-	\$97.50	1.7	1.5
														3	\$19.12	\$21.67

<b>Weekly Subtotals</b>	2	2	1	2	2	1	-	1	1	2	1	\$586.25	
												15	

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A18+	68	\$4,695	902.40	\$5.20	70.51	6.81	132,566	188,010
A35+			785.40	\$5.98	71.44	7	112,263	157,143

Station breakdown:	Spots	Spots %	Cost	Cost %	GRP/GI	GRP/GI %	CPP/CPM
KRCR	53	77.9%	\$4108.75	87.5%	858.70	95.2%	\$4.78
KCVU	15	22.1%	\$586.25	12.5%	43.70	4.8%	\$13.42

Flight breakdown:	Spots	Spots %	Cost	Cost %	GRP/GI	GRP/GI %	CPP/CPM
04/01/18-06/04/18	68	100%	\$4695	100%	902.40	100%	\$5.20

Daypart breakdown:	Spots	Spots %	Cost	Cost %	GRP/GI	GRP/GI %	CPP/CPM
M - MORNING	20	29.4%	\$1646.25	35.1%	276.70	30.7%	\$5.95
R - EARLY NEWS	23	33.8%	\$2088.75	44.5%	493.00	54.6%	\$4.24
T - LATE NEWS	7	10.3%	\$390	8.3%	30.10	3.3%	\$12.96
W - WEEKEND	18	26.5%	\$570	12.1%	102.60	11.4%	\$5.56

Length breakdown:	Spots	Spots %	Cost	Cost %	GRP/GI	GRP/GI %	CPP/CPM
30	13	19.1%	\$1250	26.6%	201.20	22.3%	\$6.21
15	55	80.9%	\$3445	73.4%	701.20	77.7%	\$4.91

Dayparts: M - MORNING; W - WEEKEND; T - LATE NEWS; R - EARLY NEWS

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_