

## 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>
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I, Missy McArthur  
 being/on behalf of: Missy McArthur for Supervisor 2018  
 a legally qualified candidate of the Shasta Co Supervisor, Dist 1  
~~political party~~ <sup>NPP</sup> 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:

Mrs. 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>	:30	\$100	-	1	-	1	-	-	-	-	-	-	-	\$200	13.1	11.4		
M M-F 6:00A- 7:00A		2												2	\$7.63	\$8.77		
	:15	\$65	-	-	2	-	2	-	-	-	-	-	-	\$260	13.1	11.4		
		2												4	\$4.96	\$5.70		
	:30	\$125	-	-	-	-	-	-	-	-	-	-	1	\$125	13.1	11.4		
		1												1	\$9.54	\$10.96		
	:15	\$81.25	-	-	-	-	-	-	2	-	2	1	1	\$487.50	13.1	11.4		
		4												6	\$6.20	\$7.13		
<b>GOOD MORNING AMERICA</b>	:30	\$100	-	1	-	1	-	-	-	-	-	-	-	\$200	15.2	13.1		
M M-F 7:00A- 8:00A		2												2	\$6.58	\$7.63		
	:15	\$65	-	-	1	-	1	-	-	-	-	-	-	\$130	15.2	13.1		
		2												2	\$4.28	\$4.96		
	:15	\$81.25	-	-	-	-	-	-	-	-	1	1	1	\$243.75	15.2	13.1		
		3												3	\$5.35	\$6.20		
<b>CHANNEL 7 NEWS @ 5PM</b>	:30	\$125	-	-	1	-	1	-	-	-	-	-	-	\$250	22.0	19.3		
R M-F 5:00P- 5:30P		2												2	\$5.68	\$6.48		
	:15	\$81.25	-	2	-	2	-	-	-	-	-	-	-	\$325	22.0	19.3		
		2												4	\$3.69	\$4.21		
	:30	\$175	-	-	-	-	-	-	-	-	-	1	-	\$175	22.0	19.3		
		1												1	\$7.95	\$9.07		
	:15	\$113.75	-	-	-	-	-	2	-	2	1	-	1	\$682.50	22.0	19.3		
		4												6	\$5.17	\$5.89		
<b>Channel 7 News 6:30pm Sun</b>	:30	\$75	-	1	-	1	-	-	-	-	-	-	-	\$150	20.7	17.9		
R SUN 6:30P- 7:00P		2												2	\$3.62	\$4.19		
	:15	\$48.75	1	-	1	-	1	-	-	-	-	-	-	\$146.25	20.7	17.9		
		3												3	\$2.36	\$2.72		
	:30	\$100	-	-	-	-	-	-	1	-	-	-	-	\$100	20.7	17.9		
		1												1	\$4.83	\$5.59		
	:15	\$65	-	-	-	-	-	-	-	-	2	2	-	\$260	20.7	17.9		
		2												4	\$3.14	\$3.63		
<b>THIS WEEK SUN</b>	:15	\$32.50	1	2	1	2	1	-	-	-	-	-	-	\$227.50	8.9	7.7		
W SUN 8:00A- 9:00A		5												7	\$3.65	\$4.22		
	:15	\$48.75	-	-	-	-	-	1	-	1	-	1	-	\$146.25	8.9	7.7		
		3												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>KCVU</b>																		
<b>KRCR News on Fox 20</b>	:15	\$48.75	1	1	-	1	1	-	-	-	-	-	-	\$195	4.3	3.8		
T M-Su 10:00P-10:30P		4												4	\$11.34	\$12.83		
	:15	\$65	-	-	-	-	-	-	-	-	1	1	1	\$195	4.3	3.8		
		3												3	\$15.12	\$17.11		
<b>Fox News Sunday</b>	:30	\$25	-	1	-	1	-	-	-	-	-	-	-	\$50	1.7	1.5		
W SUN 8:00A- 9:00A		2												2	\$14.71	\$16.67		
	:15	\$16.25	1	-	1	-	1	-	-	-	-	-	-	\$48.75	1.7	1.5		
		3												3	\$9.56	\$10.83		
	:15	\$32.50	-	-	-	-	-	1	-	1	-	1	-	\$97.50	1.7	1.5		
		3												3	\$19.12	\$21.67		



Weekly Subtotals	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: \_\_\_\_\_