

ORDER



Orders
Order / Rev: 554792A
Alt Order #:
Product Desc: NOV 3 Election Day
Estimate: KLOB-FM
Flight Dates: 10/14/20 - 11/03/20
Original Date / Rev: 10/15/20 / 10/15/20
Order Type: GENERAL

KLOB-FM
Primary AE: Josefina Huerta
Sales Office: L-PS
Sales Region: LOCAL

Agency Name: Jesus Gonzalez Local Candidate
Buying Contact:
Billing Contact:
 84255 Airport Blvd
 Thermal, CA 92274

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser Name: Jesus Gonzalez Local Candidate
Demographic: HH
Product Codes: Candidates
Revenue Code 1: DIR
Revenue Code 2: GEN
Revenue Code 3: POL

New Business Thru: 10/09/21
Advertiser External ID: 0012R00002BikDC
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	23	\$527.50	\$527.50
10/26/20	11/03/20	30	\$672.50	\$672.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	23	\$527.50	\$527.50	0.00
November 2020	30	\$672.50	\$672.50	0.00
Totals	53	\$1,200.00	\$1,200.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Josefina Huerta			Start Of Order - End Of Order	100%

Ln	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 1	KLOB	10/19/20	11/03/20	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MTWTF--	:30	5	\$20.00	P-04	0.00	NM	15	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/19/20	10/25/20	MTWTF--		5		\$20.00			0.00				
	Week:	10/26/20	11/01/20	MTWTF--		5		\$20.00			0.00				
	Week:	11/02/20	11/08/20	MT-----		5		\$20.00			0.00				
N 2	KLOB	10/19/20	11/02/20	M-F 10a-3p M-F 10a-3p	CM	10a-3p	MTWTF--	:30	5	\$20.00	P-04	0.00	NM	13	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/19/20	10/25/20	MTWTF--		5		\$20.00			0.00				
	Week:	10/26/20	11/01/20	MTWTF--		5		\$20.00			0.00				
	Week:	11/02/20	11/08/20	M-----		3		\$20.00			0.00				
N 3	KLOB	10/17/20	11/01/20	Sa 6a-10a Sa 6a-10a	CM	6a-10a	-----S-	:30	1	\$15.00	P-04	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/12/20	10/18/20	-----S-		1		\$15.00			0.00				
	Week:	10/19/20	10/25/20	-----S-		1		\$15.00			0.00				
	Week:	10/26/20	11/01/20	-----S-		1		\$15.00			0.00				
N 4	KLOB	10/19/20	10/31/20	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MTWTF--	2:00	2	\$81.25	P-04	0.00	NM	4	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	10/19/20	10/25/20	MTWTF--		2		\$81.25			0.00				

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N 5	KLOB	10/18/20	11/01/20	NFL - NETWORK GAME	CM	Various	-----S	:30	3	\$15.00	P-04	0.00	NM	9	\$135.00																																																																				
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N 6	KLOB	10/19/20	11/02/20	NFL- MONDAY NETWORK	CM	Various	M-----	:30	3	\$15.00	P-04	0.00	NM	9	\$135.00																																																																				
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CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, JESUS GONZALEZ, hereby request station time as follows:

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

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: Jesus Gonzalez

Authorized committee: Committee to Elect Jesus R Gonzalez School Board 2020
FPPC #13911000

Agency requesting time (and contact information):
 N/A

Candidate's political party:

Office sought (no acronyms or abbreviations):
CVUSD School Board Trustee 2020

Date of election: Nov 3, 2020 General Primary

Treasurer of candidate's authorized committee:
Adriana Gonzalez


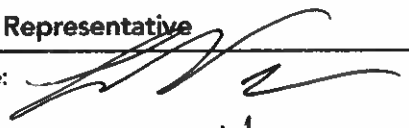
The undersigned represents that:

(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:  Name: <u>Adriana Gonzalez</u> Date of Request to Purchase Ad Time: <u>10/13/2020</u>	Signature:  Name: <u>Leonides Vasquez</u> Date of Station Agreement to Sell Time: <u>10/16/2020</u>

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:

Date:


Jesus Gonzalez
10/13/2020

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

Yes

No

Date ad received: _____

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 #:

See attachment

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

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.

**Entravision Political Public File
Legally Qualified Candidate Advertisement**

What is the name of the legally-qualified candidate? <p style="text-align: center; font-size: 1.2em;">Jesus R. Gonzalez</p>
What office is the candidate running for? <p style="text-align: center; font-size: 1.2em;">CVUSD School Board 2020 Area 2</p>
What is the date of the election? <p style="text-align: center; font-size: 1.2em;">November 3, 2020</p>
The election is a: <input checked="" type="checkbox"/> primary <input type="checkbox"/> general election <input type="checkbox"/> special election <input type="checkbox"/> run-off election
What is the name, address, and phone number of the contact person for the candidate and/or the candidate's authorized committee: <p>Name: Jesus R Gonzalez Agency: Committee to Elect Jesus R. Gonzalez School Board Trustee 2020 Address: ID # 1391600 84255 Airport Blvd Thermal, CA 92274 Phone number: 760 766 6233</p>
What is the name of the Treasurer of the candidate's authorized committee? <p>Name: Adriana Gonzalez Phone number: 760 442 8866</p>
Did the candidate or authorized committee submit a copy of NAB PB-18 with the ad? * <p style="text-align: right; font-size: 1.2em;">Yes.</p>
If this a federal candidate, did the candidate certify on PB-18 that he or she would not refer to an opposing candidate unless her or she complied with the "enhanced disclosure" requirements (see candidate section of form, at page 3)? <p style="text-align: center; font-size: 1.5em;">N/A</p>

Disposition of Request:

- granted
- denied _____ (reason)
- withdrawn _____ (reason)
- other _____ (describe)

Name of Entravision Employee Completing Form:

Leo Vasquez

*Entravision must post a complete Form PB-18, or a form with equivalent information, in connection with any candidate ad buy. Entravision also must post the final order or invoice demonstrating when the ads actually aired.

KPST & KLOB - APP Streaming- Programmatic Radio
 To: JESUS CONZALEZ
 Advertiser: LOCAL POLITICAL CANDIDATE
 Product: :30's

START Date: 10/16/2020

END Date: 11/03/2020 cut off time 1p

Event Date: NOVEMBER 3rd, 2020 Election Night

AuChoz* JBueta@entravision.com
 Salesperson: Josie Huerta
 Station: KVER: KEVC: Facebook
 Office: 760-610-6057
 Phone #: 760-569-8515
 Email: jhuerta@entravision.com

RADIO

Station	Daypart	Days	Daypart Name	Length	Avg Rate	WEEK 12-Oct	WEEK 19-Oct	WEEK 26-Oct	NOV 02 & 03	TOTAL # OF SPOTS	Total
KLOB-FM	6a-10a	Mon-Fri	El Gentle Lucas Show	:30	\$20.00	4	5	4	4	17	\$340.00
KLOB-FM	10a-3p	Mon-Fri	El Show De Picolin	:30	\$20.00	4	4	4	3	15	\$300.00
KLOB-FM	6a-10a	Sat	El Gentle Lucas Show	:30	\$15.00	5	5	5	3	16	\$240.00
KPST-FM	3p-7p	Mon-Sat	Local Streaming Radio App- 101.5FM/91.7FM	:30	\$18.00	5	6	6	5	27	\$486.00
KLOB-FM	6a-9a	Mon-Fri	ERAZNO Y La Chokolata	:30	\$80.00	0	2	2	0	4	\$320.00
KPST-FM	6a-9a	Mon-Fri	NEWSY INTERVIEWS	:30	\$79.00	0	1	1	0	2	\$158.00
RADIO FLIGHT TOTALS											
						21	23	24	18	86	\$2,000.00



PROGRAMMATIC & ADDRESSABLE

Radio Streaming Ads	1X campaign	15 :30 :60	Spotify, Soundcloud, Pandora, iHeart Radio, TuneIn, Radio.com, Podcast One, Buzzsprout/With https://www.jesus4cvusd.com	TOTAL
Digital Media Totals:				\$1,000.00

TOTAL CAMPAIGN: KPST & KLOB

Streaming App

Programmatic Ads: Your commercial will be delivered with a pixel to your Website.

To run audio streaming we need a display banner, a URL, and the audio file (along with geo and targeting)

36 X Total on air Spots
 22 X Total on air Spots
 33,333 X Total on air Spots

TOTAL (3 WEEK) CAMPAIGN:

\$3,000.00 net

[Handwritten Signature]

Signature of Approval

Date