

ORDER



Orders
Order / Rev: 556668A
Alt Order #:
Product Desc: NOV 3 Election Day
Estimate: Programmatic Budget Shift-KLOB-FM
Flight Dates: 10/14/20 - 11/03/20
Original Date / Rev: 10/28/20 / 10/29/20
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
10/26/20	11/03/20	30	\$480.00	\$480.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	30	\$480.00	\$480.00	0.00
Totals	30	\$480.00	\$480.00	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	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLOB	10/30/20	11/03/20	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MT--F--	:30	5	\$20.00	P-04	0.00	NM	10	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	----F--		5				\$20.00		0.00			
		Week: 11/02/20	11/08/20	MT-----		5				\$20.00		0.00			
N 2	KLOB	10/28/20	11/02/20	M-F 10a-3p M-F 10a-3p	CM	10a-3p	M---F--	:30	3	\$20.00	P-04	0.00	NM	6	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	----F--		3				\$20.00		0.00			
		Week: 11/02/20	11/08/20	M-----		3				\$20.00		0.00			
N 3	KLOB	10/31/20	10/31/20	Sa 6a-10a Sa 6a-10a	CM	6a-10a	-----S-	:30	1	\$15.00	P-04	0.00	NM	4	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	-----S-		4				\$15.00		0.00			
N 7	KLOB	10/30/20	11/03/20	M-F 5a-6a M-F 5a-6a	CM	5a-6a	MT--F--	:30	5	\$10.00	P-04	0.00	NM	10	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/20	11/01/20	----F--		5				\$10.00		0.00			
		Week: 11/02/20	11/08/20	MT-----		5				\$10.00		0.00			
Totals													30	\$480.00	

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
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ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name: Jesus Gonzalez

Authorized committee: Committee to Elect Jesus R Gonzalez School Board 2020
 Agency requesting time (and contact information): FPPC #13911000

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>	Signature: Name: <u>Leonides Vasquez</u>
Date of Request to Purchase Ad Time: <u>10/13/2020</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:

[Handwritten Signature]
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 #: <i>See attachment</i>	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.



Leonides Vasquez <lvasquez@entravision.com>

Fwd: REVISED/additional contracts- Jesus Gonzalez Local Candidate.

1 message

Josie Huerta <jhuerta@entravision.com>

Wed, Oct 28, 2020 at 11:08 PM

To: Order Approval Palm Springs <orderapprovalps@entravision.com>, Jesus Gonzalez <jesus4cvusd@gmail.com>

Thank you Adriana.

Leo & Steve, please see email below with revised details and advertiser's approval.


Josie Huerta
 Integr Mkg Solu Consult

 72920 Park View Drive
 Palm Desert, CA 92260
 O (760) 610-6057 M (760)569-8515
 jhuerta@entravision.com


entravision.com

Entravision (NYSE:EVC) is a leading media company that reaches and engages U.S. Latinos across acculturation levels and media channels, as well as consumers in Mexico. The company's comprehensive portfolio incorporates integrated media and marketing solutions comprised of acclaimed television, radio, digital properties, events, and data analytics services. Established in 1996. Entravision has corporate headquarters in Santa Monica, CA. www.entravision.com

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----- Forwarded message -----

From: **Jesus Gonzalez** <jesus4cvusd@gmail.com>

Date: Wed, Oct 28, 2020 at 10:56 PM

Subject: Re: REVISED contracts please reply "APPROVED" after you review

To: Josie Huerta <jhuerta@entravision.com>

Cc: <jesusrgonz@yahoo.com>

Yes, I approve.

On Wed, Oct 28, 2020 at 10:53 PM Josie Huerta <jhuerta@entravision.com> wrote:

Hi Adriana, please find attached the revised end-dated contract for the Programmatic Radio, and the new contracts for KLOB & KPST where the budgets shifted to. For your convenience please reply "APPROVED" after your review.

Air dates: 10/29-11/03

Advertiser: Jesus Gonzalez Local Candidate

Station KLOB: 30X (:30sec) \$480

Station KPST: 35X (:30sec) \$452

(FYI, per our conversation, there were not enough downloads and engagements in the dma/demo for the programmatic radio campaign, it was best to be proactive and

change methods, thank you for your quick response.)

Lastly, Jesus's radio spots are attached 1X English, 1X Spanish.



Josie Huerta
Integr Mkg Solu Consult




72920 Park View Drive
Palm Desert, CA 92260
O (760) 610-6057 M (760)569-8515
jhuerta@entravision.com



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3 attachments

-  **KLOBShiftBudget10_28556668A--1.pdf**
21K
-  **KPSTshiftbudget10_28556668B--1.pdf**
28K
-  **Programmatic Radio-end of Contract 10.28.2020_554788.pdf**
11K