

# ORDER



KDLD-FM

**Orders**  
**Order / Rev:** 552733C  
**Alt Order #:**  
**Product Desc:** 3 Min Capsules  
**Estimate:**  
**Flight Dates:** 10/06/20 - 11/01/20  
**Original Date / Rev:** 10/02/20 / 10/05/20  
**Order Type:** GENERAL

**Primary AE:** Los Angeles House  
**Sales Office:** L-LA  
**Sales Region:** LOCAL

**Agency Name:** Potomac Waves  
**Buying Contact:**  
**Billing Contact:**  
 3000 K Street NW Suite 320  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Yes on Prop 16  
**Demographic:** HH  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL

**New Business Thru:**  
**Advertiser External ID:** 0012R00002Bi31X  
**Agency External ID:** 0012R00002Bi2pb  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	3	\$3,450.00	\$2,932.50
10/26/20	10/30/20	3	\$3,450.00	\$2,932.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	3	\$3,450.00	\$2,932.50	0.00
November 2020	3	\$3,450.00	\$2,932.50	0.00
<b>Totals</b>	<b>6</b>	<b>\$6,900.00</b>	<b>\$5,865.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Los Angeles House	L-LA	LOCAL	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	KDLD	10/06/20	11/01/20	M-F 6a-7p M-F 6a-7p	CM	M-F 6a-7p	MTWTF--	3:00	3	\$1,150.00	P-01	0.00	NM	6	\$6,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/05/20	10/11/20	-TWTF--		3				\$1,150.00		0.00			
		Week: 10/12/20	10/18/20	-----		0				\$0.00		0.00			
		Week: 10/19/20	10/25/20	-----		0				\$0.00		0.00			
		Week: 10/26/20	11/01/20	-TWTF--		3				\$1,150.00		0.00			
													<b>Totals</b>	<b>6</b>	<b>\$6,900.00</b>

Target	Stations	6-Oct-20	13-Oct-20	20-Oct-20	27-Oct-20	Total GRPs	Rate Structure	Rate	Total Cost (GROSS)
Los Angeles	KLYY-FM (Jose 97.5 FM Entravision El Piolin)	29.7	29	25	29.5	113.18	Cost Per Point	\$1,326	\$ 150,077
Los Angeles	El Piolin: Long Format town hall	1			1	2		\$31,000	\$ 62,000
ENTRAVISION RADIO TOTAL									\$ 212,077

Payment Terms 30 Days

Prop 16 Town-Hall  
on KLYY

Half-hour Town Hall - total of 2 versions  
10/6 & 10/27

Host: Piolin

Total: \$14,800

3-Minute Capsules: 2 versions cut down from townhall  
~~10/6-10/26~~ **9a-7p MF**  
7 capsules to air per week on KLYY, KDLD & KSSC

Total Town Hall &  
Capsule Costs:

**\$14,800** **E**

GRAND TOTAL:

\*Please note:

gross  
Piolin  
12,500 net

Digital Elements*	Rate per Show	Total for 4 Shows	Capsules	Total Costs
\$4,838	\$3,000 @	\$12,000		\$34,638
			\$8,930	\$8,930
		\$24,000 <b>A</b>	\$17,860	\$61,498
				\$61,498

~~\_\_\_\_\_~~  
KLYY per wk @ 2500 **B**  
KDLD per wk @ 1150 **C**  
KSSC per wk @ 240 **D**

*[Handwritten signature]*

30 min town halls.

# ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, POTOMAC WAVES LLC, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

**Station time requested by:**

Agency name: POTOMAC WAVES LLC

Address: 3000 K STREET NW SUITE 320 WASHINGTON DC 20007

Contact: SHARON PAEZ

Phone number: 202-236-5254

Email: SPAEZ@POTOMACWAVESMEDIA.COM

**Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):**

Name: OPPORTUNITY FOR ALL COALITION

Address: 555 CAPITOL MALL SUITE 400, SACRAMENTO, CA 95814

Contact: JAMES HARRISON

Phone number: 916-442-2952

Email: j.harrison@olsonremcho.com

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):**

Eva Paterson, Co-chair      M. Quinn Delaney, Director  
Vincent Pan, Co-chair      Michele Siquierios, Director  
Thomas A. Saenz, Co-chair      Walter Wilson, Director

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

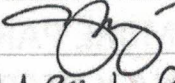

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

Yes on Proposition 16, Ballot measure

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: 	Signature: 
Name: <b>SHARON PEREZ</b>	Name: Jennifer Adoremos
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: see attached

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: 10/2/2020

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)\*
- Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: 552733C	Station Call Letters: KDLD-FM	Date Received/Requested: see attached
Est. #:	Station Location: Los Angeles	Run Start and End Dates: see attached

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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.