

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Sheri Sadler, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

SEE LETTER OF AUTHORIZATION

Authorized committee:

SEE LETTER OF AUTHORIZATION

Agency requesting time (and contact information):

N/A

Candidate's political party:

*Democrat*

Office sought (no acronyms or abbreviations):

*Assembly District 35*

Date of election:

*11.3.20*

General

Primary

Treasurer of candidate's authorized committee:

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: <i>Sheri Sadler</i>	Signature: <i>Emily Reising</i>
Name: Sheri Sadler	Name: <i>Emily Reising</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <i>9.16.20</i>

**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:

*Sheri Sadler*

Name: Sheri Sadler

Date: *9.16.20*

**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 #:

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.

# New Order

<b>Media:</b> Radio	<b>Market:</b> San Luis/Obispo, CA	<b>Vendor:</b> KKJG-FM
<b>Client:</b> Dawn Addis for Assembly 2020	<b>Demo:</b> Adults 35+	<b>Billing To:</b> Sadler Strategic Media
<b>Product:</b> AD 35 Addis for Assembly	<b>Separation:</b> 30	12103 Viewcrest Rd.
<b>CPE:</b> //2434	<b>Flight Start:</b> 9/21/20	Studio City, CA 91604
<b>Description:</b> Dawn Addis for Assembly	<b>Flight End:</b> 10/11/20	<b>AE:</b> Emily Reiswig
9.21.20-10.11.20 Radio	<b>Phone:</b> 818-506-5443	<b>Phone:</b> 818-506-5443
<b>Rep:</b>	<b>Sales Office:</b>	<b>Fax:</b> 818-506-8444
<b>Version:</b> 1	<b>Survey:</b> 2BK SP19+FA19 TSA CustRadio	

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	9/21	9/28	10/5	Total Spots	Adults 35+ RTG	CPP
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1	MTUWTHF 6:00A-10:00A	AM	\$35.00	C	60	9	9	9	27	
Comments: SELF REP										
2	MTUWTHF 10:00A-3:00P	MD	\$35.00	C	60	9	9	9	27	
3	MTUWTHF 3:00P-7:00P	PM	\$35.00	C	60	9	9	9	27	
4	Sa 10:00A-3:00P	WK	\$25.00	C	60	4	4	4	12	
5	Su 10:00A-3:00P	WK	\$25.00	C	60	4	4	4	12	
<b>Total Spots:</b>									105	
<b>Total GRP/GIMP(000):</b>									0.0	0.0

Month	Cash\$-Spots	Trade\$-Spots	Totals\$-Spots
10/2020	\$2,290.00 - 70	\$0.00 - 0	\$2,290.00 - 70
9/2020	\$1,145.00 - 35	\$0.00 - 0	\$1,145.00 - 35

**Total Gross Cost:** \$3,435.00  
**Total Net Cost:** \$2,919.75  
**Total Gross CPP:** \$0.00  
**Total Net CPP:** \$0.00