

# ORDER

**Orders**  
**Order / Rev:** 267976  
**Alt Order #:**  
**Product Desc:** ISSUE  
**Estimate:**  
**Flight Dates:** 09/30/19 - 10/06/19  
**Original Date / Rev:** 09/27/19 / 10/01/19  
**Order Type:** GENERAL

**KMEZ-FM**  
**Primary AE:** Michael Cegielski  
**Sales Office:** L-NOL  
**Sales Region:** Local

**Agency Name:** Morgan & Company  
**Buying Contact:**  
**Billing Contact:**  
 4407 Canal Street  
 New Orleans, LA 70119

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

**Advertiser Name:** Stand for Children  
**Demographic:** A25-54  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY-AVAIL  
**Revenue Code 2:** POL-ISS  
**Revenue Code 3:** GEN

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/19	10/06/19	36	\$1,650.00	\$1,402.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2019	36	\$1,650.00	\$1,402.50	0.00
<b>Totals</b>	<b>36</b>	<b>\$1,650.00</b>	<b>\$1,402.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Michael Cegielski	L-NOL	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	KMEZ	10/05/19	10/06/19	Sa-Su AM Sa-Su	CM	6a-10a	-----S-	:30	3	\$40.00	P-50	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/19	10/06/19	-----S-		3				\$40.00		0.00			
N 2	KMEZ	09/30/19	10/06/19	Sa-Su Midday Sa-Su	CM	10a-3p	-----SS	:30	3	\$50.00	P-50	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/19	10/06/19	-----SS		3				\$50.00		0.00			
N 3	KMEZ	09/30/19	10/06/19	Sa-Su AM Sa-Su	CM	6a-10a	-----SS	:30	4	\$40.00	P-50	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/19	10/06/19	-----SS		4				\$40.00		0.00			
N 4	KMEZ	09/30/19	10/06/19	Sa-Su Midday Sa-Su	CM	10a-3p	-----S	:30	4	\$40.00	P-50	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/19	10/06/19	-----S		4				\$40.00		0.00			
N 5	KMEZ	09/30/19	10/06/19	Sa-Su PM Sa-Su	CM	3p-7p	-----S	:30	4	\$40.00	P-50	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/30/19	10/06/19	-----S		4				\$40.00		0.00			
N 6	KMEZ	09/30/19	10/06/19	Sa-Su PM Sa-Su	CM	3p-7p	-----S-	:30	3	\$50.00	P-50	0.00	NM	3	\$150.00

Order / Rev: 267976  
 Alt Order #:  
 Flight Dates: 09/30/19 - 10/06/19

Advertiser: Stand for Children  
 Product Desc: ISSUE  
 Estimate: KMEZ-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMEZ	09/30/19	10/06/19	M-F AM Drive M-F	CM	6a-10a	MTWTF--	:30	5	\$50.00	P-50	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/30/19	10/06/19	-----S-			3		\$50.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KMEZ	09/30/19-10/06/19	M-F AM Drive			6a-10a	MTWThF----	:30		<del>(\$50.00)</del>		0.00	NM		
		See MG 7.6 [CIA not paid up to date]													
6	KMEZ	10/02/19-10/06/19	M-F AM Drive			6a-10a	--WThF----	:30		\$50.00		0.00	NM		
		Ⓜ MG for 7.3 09/30 [Other]													
N 8	KMEZ	09/30/19	10/06/19	M-F Midday M-F	CM	10a-3p	MTWTF--	:30	5	\$50.00	P-50	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/30/19	10/06/19	MTWTF--			5		\$50.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KMEZ	09/30/19-10/06/19	M-F Midday			10a-3p	MTWThF----	:30		<del>(\$50.00)</del>		0.00	NM		
		See MG 8.6 [CIA not paid up to date]													
6	KMEZ	10/02/19-10/06/19	M-F Midday			10a-3p	--WThF----	:30		\$50.00		0.00	NM		
		Ⓜ MG for 8.1 09/30 [No Copy]													
N 9	KMEZ	09/30/19	10/06/19	M-F PM Drive M-F	CM	3p-7p	MTWTF--	:30	5	\$50.00	P-50	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/30/19	10/06/19	MTWTF--			5		\$50.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KMEZ	09/30/19-10/06/19	M-F PM Drive			3p-7p	MTWThF----	:30		<del>(\$50.00)</del>		0.00	NM		
		See MG 9.6 [CIA not paid up to date]													
6	KMEZ	10/02/19-10/06/19	M-F PM Drive			3p-7p	--WThF----	:30		\$50.00		0.00	NM		
		Ⓜ MG for 9.2 09/30 [Other]													
													Totals	36	\$1,650.00

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**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential vice presidential or congressional); (2) any election to Federal office (e.g., any reference to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any Federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes  No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

TO: [Faint text]

BY: [Faint signature]

and you are authorized to announce the funds paid for by such persons as well  
(the number referred to as the "sponsor").

I, the undersigned, [Faint text] or the board of [Faint text]

[Faint text]  
Aryan [Faint text]

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

THIS STATION DOES NOT DISCRIMINATE OR PERIOD DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISEMENTS.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

9/20/19      [Signature]      504-417-1933  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted       Accepted in Part       Rejected

[Signature]      Wendy Gullce      GM  
Signature                      Printed Name                      Title

Check  involves in Subsequent Film Summary to this Form showing:

- (1) actual air time and charges for each spot,
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any, and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

# Revision

**Media:** Radio **Market:** New Orleans **Vendor:** KMEZ-FM **Billing To:** Morgan & Company  
**Client:** STANFORD FOR CHILDREN **Demo:** Women 25-49 **4407 Canal Street**  
**Product:** ISSUE **Separation:** 30 **AE:** Michael Ceglinski **New Orleans, LA 70119**  
**CPE:** SFC/816 **Flight Start:** 9/16/19 **Phone:** 504-523-7734  
**Description:** SFC AQ19 ISSUE RADIO **Flight End:** 10/13/19 **Phone:** 504-523-7734  
**Rep:** **Sales Office:** **Fax:**  
**Version:** 2 **Survey:** Aug19 MSA Nielsen Audio CDM **Fax:**  
**Comments:**

Line No	Daypart (Program)	Daypart Code	Gross C/P	Day	8/16	9/23	5/36	10/7	Total Spots	Woman 25-49 RTG	CPP			
1	Sa 6:00A-10:00A	WK	\$40.00	C	30	0	3	3	3	0.1	\$400.00			
2	MTUWTHF 8:00A-10:00A	AM	\$50.00	C	30	0	5	0	5	0.3	\$166.67			
3	WTHF 8:00A-3:00P	MD	\$50.00	C	30	0	5	0	5	0.4	\$125.00			
4	WTHF 3:00P-7:00P	PM	\$50.00	C	30	0	5	0	5	0.6	\$83.33			
5	Sa 10:00A-3:00P	WK	\$50.00	C	30	0	3	3	3	0.5	\$100.00			
6	Su 6:00A-10:00A	WK	\$40.00	C	30	0	6	4	10	0.4	\$100.00			
7	Su 10:00A-3:00P	WK	\$40.00	C	30	0	6	4	10	0.3	\$133.33			
8	Su 3:00P-7:00P	WK	\$40.00	C	30	0	6	4	10	0.2	\$200.00			
9	Sa 3:00P-7:00P	WK	\$50.00	C	30	0	3	3	6	0.2	\$250.00			
10	MTUWTHF 8:00A-10:00A	AM	\$50.00	C	30	0	5	5	10	0.3	\$166.67			
11	MTUWTHF 10:00A-3:00P	MD	\$50.00	C	30	0	5	5	10	0.4	\$125.00			
12	MTUWTHF 3:00P-7:00P	PM	\$50.00	C	30	0	5	5	10	0.6	\$83.33			
<b>Total Spots:</b>									99					
<b>Total GRP(IMP(000)):</b>									0.0	14.3	12.5	8.3	35.1	

**Month:** 9/2019 **Cash Spots:** 57 **Trade Spots:** 0 **Total Spots:** 57  
**10/2019:** \$2,670.00 - 57 **Trade Spots:** 0 **Total Spots:** 57  
**9/2019:** \$1,890.00 - 42 **Trade Spots:** 0 **Total Spots:** 42  
**Total Gross Cost:** \$4,560.00 **Total Gross Cpp:** \$129.91  
**Total Net Cost:** \$3,870.00 **Total Net Cpp:** \$110.43

**Disclaimer:**

MORGAN & CO. IS THE AGENT FOR THE ABOVE ADVERTISER. IN ACCEPTING THIS ORDER, VENDOR AGREES THAT THE ADVERTISER, NOT THE AGENCY, HAS SOLE RESPONSIBILITY FOR PAYMENT. ACCEPTANCE & SIGNATURE ON THIS INSERTION ORDER ENSURES THAT THIS SCHEDULE WILL RUN AS ORDERED. MAKEGOOD POLICY: PRE-EMPTIONS ARE NOT ACCEPTED UNLESS IN WRITING AND BUYER MUST BE NOTIFIED WITHIN A REASONABLE TIME PERIOD BEFORE SPOTS ARE SCHEDULED TO RUN. SPOTS MUST HAVE EQUAL HORIZONTAL & VERTICAL ROTATION. 30 MINUTE SEPARATION PLEASE. ALL BUYS WILL BE SUBJECT TO POST BUY ANALYSIS. ALL ORDERS ARE TIME SENSITIVE. THEREFORE IT IS CRUCIAL THAT ALL SPOTS MUST RUN WITHIN SCHEDULED FLIGHT DATES. 30 MINUTE SEPARATIONS IN BETWEEN EACH SPOT IS A MUST.



# Revision

**Client:** radio  
**Product:** STAND FOR CHILDREN LOUISIANA IEC  
**Issue:** ISSUE  
**Order #:** SFC 4Q19 ISSUE RADIO  
**Market:** New Orleans  
**Demo:** Women 25-49  
**Separation:** 30  
**Flight Start:** 9/16/19  
**Flight End:** 10/13/19  
**Station:** W2549  
**Advertiser:** SFC 4Q19 ISSUE RADIO  
**Agency:** Morgan & Company  
**Address:** 4407 Canal Street  
**City:** New Orleans, LA 70119  
**Phone:** 504-523-7734  
**Fax:**  
**Buyer:** Michael Cegielski  
**Sales Office:** Aug19 MSA Nielsen Audio CDM  
**Survey:**  
**Phone:**  
**Fax:**

**Comments:**  
**Line Description (Program)** Daypart Code Gross CPT Dur Spots  
**1** WTHF 6:00A-10:00A AM 30  
**2** WTHF 10:00A-3:00P MD 30  
**3** WTHF 3:00P-7:00P PM 30  
**4** Sa 6:00A-10:00A WK 30  
**5** Sa 3:00P-7:00P WK 30  
**6** MTWTHF 6:00A-10:00A AM 30  
**7** MTWTHF 10:00A-3:00P MD 30  
**8** MTWTHF 3:00P-7:00P PM 30

Line	Description (Program)	Daypart	Code	Gross CPT	Dur	Spots	Spots	Spots	Spots	Total Spots	Women 25-49 RTG	CPP
1	WTHF 6:00A-10:00A	AM	C	\$35.00	30	0	5	0	0	5	0.1	\$350.00
2	WTHF 10:00A-3:00P	MD	C	\$35.00	30	0	5	0	0	5	0.2	\$175.00
3	WTHF 3:00P-7:00P	PM	C	\$35.00	30	0	5	0	0	5	0.2	\$175.00
4	Sa 6:00A-10:00A	WK	C	\$25.00	30	0	3	3	3	9	0.1	\$250.00
5	Sa 3:00P-7:00P	WK	C	\$35.00	30	0	3	3	0	6	0.1	\$350.00
6	MTWTHF 6:00A-10:00A	AM	C	\$35.00	30	0	0	5	5	10	0.1	\$350.00
7	MTWTHF 10:00A-3:00P	MD	C	\$35.00	30	0	0	5	5	10	0.2	\$175.00
8	MTWTHF 3:00P-7:00P	PM	C	\$35.00	30	0	0	5	5	10	0.2	\$175.00
Total Spots: 60											9.0	
Total Gross/Line (Gross):												
Total Gross Spots:											\$1,305.00 - 39	
Total Net Cost:											\$705.00 - 21	
Total Gross Cost:											\$2,010.00	
Total Net Cost:											\$1,708.50	

**Special Notes:**  
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