

ORDER

Orders
Order / Rev: 311581
Alt Order #:
Product Desc: LDP Run Off Final
Estimate:
Flight Dates: 11/15/19 - 11/16/19
Original Date / Rev: 11/14/19 / 11/14/19
Order Type: GENERAL

KMEZ-FM
Primary AE: Kelwynn Napoleon
Sales Office: L-NOL
Sales Region: Local

Agency
Name: Jaelyn Group, The
Buying Contact:
Billing Contact:
 4904 Loyola Avenue
 New Orleans, LA 70115-5602

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

Advertiser
Name: Bold2
Demographic: A25-54
Product Codes: Candidates
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-CAND
Revenue Code 3: POL-STATE

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/19	11/16/19	28	\$1,485.00	\$1,262.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2019	28	\$1,485.00	\$1,262.25	0.00
Totals	28	\$1,485.00	\$1,262.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kelwynn Napoleon	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	11/15/19	11/16/19	M-F AM Drive M-F	CM	6a-10a	----4--	1:00	4	\$60.00	P-30	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/11/19	11/17/19	----4--		4		\$60.00		0.00					
N 2	KMEZ	11/15/19	11/16/19	M-F Midday M-F	CM	10a-3p	----5--	1:00	5	\$60.00	P-30	0.00	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/11/19	11/17/19	----5--		5		\$60.00		0.00					
N 3	KMEZ	11/15/19	11/16/19	M-F PM Drive M-F	CM	3p-7p	----4--	1:00	4	\$60.00	P-30	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/11/19	11/17/19	----4--		4		\$60.00		0.00					
N 4	KMEZ	11/15/19	11/16/19	M-F Evening M-F	CM	7p-12p	----5--	1:00	5	\$30.00	P-30	0.00	NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/11/19	11/17/19	----5--		5		\$30.00		0.00					
N 5	KMEZ	11/15/19	11/16/19	Sa-Su AM Sa-Su	CM	6a-10a	-----3-	1:00	3	\$45.00	P-30	0.00	NM	3	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/11/19	11/17/19	-----3-		3		\$45.00		0.00					
N 6	KMEZ	11/15/19	11/16/19	Sa-Su Midday Sa-Su	CM	10a-3p	-----3-	1:00	3	\$60.00	P-30	0.00	NM	3	\$180.00

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 Flight Dates: 11/15/19 - 11/16/19

Advertiser: Bold2
 Product Desc: LDP Run Off Final
 Estimate:
 KMEZ-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
		Week: 11/11/19	11/17/19	-----3-			3			\$60.00			0.00		
N 7	KMEZ	11/15/19	11/16/19	Sa-Su PM Sa-Su	CM	3p-7p	-----4-	1:00	4	\$60.00	P-30	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
		Week: 11/11/19	11/17/19	-----4-			4			\$60.00			0.00		
													Totals	28	\$1,485.00

BOLD2_LDP_Run Off Final NOIA



From: Katelynn Kapoor
 Phone: (504) 581-7002
 Email: katelynn.kapoor@amulinc.com
 11/16/2019 10:39 AM

Flight Dates: 11/15/2019 - 11/16/2019
 Demo: P 12+

Schedule Description:
 LDP_Run Off Final

311581

Radio Market: NEW ORLEANS
 Survey: SP19 SD
 Geography: Metro

Radio Year	Demo	Spots	Length	Unit Rate	Total Cost	Frequency	Schedule Dates
2019/2019		28	4:00	\$63.04	\$1,785.00	2.3	11/15-11/16/2019
Flight A - 1 wk (11/15)							
		28	4:00	\$63.04	\$1,785.00	2.3	
One Week Total							
		28	4:00	\$63.04	\$1,785.00	2.3	
		20	4:00	\$63.04	\$1,260.80	2.3	
		3:00	4:00	\$60.00	\$180.00	1.3	
		4:00	4:00	\$60.00	\$240.00	1.5	
		5:00	4:00	\$60.00	\$300.00	1.3	
		3:00	4:00	\$60.00	\$180.00	1.4	
		3:00	4:00	\$60.00	\$180.00	1.8	
		3:00	4:00	\$60.00	\$180.00	1.6	
		4:00	4:00	\$60.00	\$240.00	2.1	
		25	4:00	\$63.00	\$1,575.00	2.1	
Radio A - 1 wk (11/15)							
		25	4:00	\$63.00	\$1,575.00	2.1	
		25	4:00	\$63.00	\$1,575.00	2.1	
		4:00	4:00	\$63.00	\$252.00	1.3	
		4:00	4:00	\$63.00	\$252.00	1.4	
		4:00	4:00	\$63.00	\$252.00	1.3	
		4:00	4:00	\$63.00	\$252.00	1.2	
		3:00	4:00	\$63.00	\$189.00	1.7	
		3:00	4:00	\$63.00	\$189.00	1.7	
		3:00	4:00	\$63.00	\$189.00	1.8	
One Week Total							
		25	4:00	\$63.00	\$1,575.00	2.1	
		25	4:00	\$63.00	\$1,575.00	2.1	
		4:00	4:00	\$63.00	\$252.00	1.3	
		4:00	4:00	\$63.00	\$252.00	1.4	
		4:00	4:00	\$63.00	\$252.00	1.3	
		4:00	4:00	\$63.00	\$252.00	1.2	
		3:00	4:00	\$63.00	\$189.00	1.7	
		3:00	4:00	\$63.00	\$189.00	1.7	
		3:00	4:00	\$63.00	\$189.00	1.8	

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio Information: NEW ORLEANS; SP19 SD; Metro; Multiple Demos Used; P 12+; See Detailed Scheduling Page for Complete Details.
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BOLD2_LDP_Run Off_Final_NOIA



From: Kellwyn Napoleon
 Phone: (504) 551-7002
 Email: kellwyn.napoleon@scantia.com
 11/14/2019 10:39 AM

Schedule Grand Total: 1 Week

Radio Show	Spots	Link Rate	Total Cost	Frequency	Schedule Dates
100.3-FM	20	\$23.00	\$460.00	20	11/18/19
100.3-FM	25	\$40.80	\$1,020.00	21	11/19/19
			\$1,480.00		
			\$1,015.00		

Accepted by Station

Date 11/14/19

Accepted by Client

Date 11-19-19

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The spot terms listed is the Primary Demo.

This report was created in TAPSCAN! using the following Radio Information: NEW ORLEANS, SP-18 SD, Metro, Multiple Demos Week, P 12+. See Detailed Sounding Page for Complete Details.
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Detailed Sourcing Summary

Radio Market: **NEW ORLEANS**
Survey: Nielsen Radio Summary Data Spring 2019
Geography: Metro
Daypart: Multiple Dayparts Used

Demographic/Population:

Age/Gender	Population	Imp
Persons 12+ (Primary)	1,267,700	3,119

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The trial reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 ACH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one daykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.nielsen.com/content/dam/nielsen/us/eng/About/BRC_Accredited_Business_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (curve) growth model.

Subscription Website: <http://www.nielsenradio.nielsen.com>
Rating Reliability Estimator: <http://www.nielsen.com>

A Nielsen Radio eBook Special Notice and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
http://www.nielsenradio.com/content/dam/nielsen/us/eng/About/BRC_Accredited_Business_Markets.pdf

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political
Election, Political Candidates Must Sign The Certification On Page 3

Station and Location: WMEZ / KKND New Orleans Date: 11/14/12

THE JAGLYN GOOD LLC

being/on behalf of: COMMITTEE TO ELECT CANDIDATE MONDEL

a legally qualified candidate of the DEMOCRATIC PARTY

political party for the office of: STATE REPRESENTATIVE DIST. 99

in the RUN OFF

election to be held on: SAUNDAY NOV 18

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Rate
<u>SEE ATTACHED</u>					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by

COMMITTEE TO ELECT CAWLEY NOWELL

and you are authorized to announce the time as paid for by such person or entity, I represent that the person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

BERNARD NOWELL

This station has disclosed to me its political advertising policies, including applicable charges and rates, and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

11/14/19
Date

[Signature]
Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]
Signature

Kelvin Napoleon
Printed Name

AE
Title