

Sales Order

Advertiser **TRUTH IN POLITICS**
 Agency **INNOVATIVE ADVERTISING (POLITICAL)**

Bill To **INNOVATIVE ADVERTISING (POLITICAL)**
4250 HWY 22, SUITE 7
MANDEVILLE, LA 70411

Account
 Executive **Ron Begnaud**
 Contract #
 Estimate #
 Description

Stratus # **42361**

Special Instructions **INSERTION HAS SPOTS FOR 3/1, PAPERWORK AND PAYMENT WAS NOT RECEIVED IN TIME TO START 3/1 BUT CLIENT HAS AUTHORIZED MOVING THOSE SPOTS. SEE ATTACHED EMAIL. CK# 33589 3.1.19 GL 3/4/19. Copy pulled off air for review and revision. KM.**

New / Revision **New**

Start Date **03/02/19**

End Date **03/31/19**

Month Type **Broadcast**

Billing Cycle **Monthly**

Agency Comm. **15.000**

Co-op **No**

Co-op Product

Notarized **N**

of Invoices **1**

Make Goods **Ask AE**

Income Type **Political: Agency Issue/Non "Use" - 42100**

Local Income Type **Political**

Competitive Code **Political** Advt#4912 Agcy#4911

Contact **LAURIE MAYEUX 985-377-7436**

Order Entered **03/01/19**

Schedule

| # | Sponsor Log Name Revenue Types | Length Rate Line# | Start Date End Date | Start time End time | Auto Weekly | #/ Wk | M | T | W | T | F | S | S | Total |
|---|-------------------------------------------------------|-------------------|---------------------|---------------------|-------------|-------|---|---|---|---|---|---|---|----------|
| 1 | TRUTH IN POLITICS | 30 | 03/04/19 | 6:00AM | | | | | | | | | | 192.00 |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 48.00 | 03/10/19 | 10:00AM | Y | 4 | X | X | X | X | X | | | 4 Spots |
| | | 836699 | All Weeks | | | | | | | | | | | |
| 2 | TRUTH IN POLITICS | 30 | 03/11/19 | 6:00AM | | | | | | | | | | 432.00 |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 48.00 | 03/31/19 | 10:00AM | Y | 3 | X | X | X | X | X | | | 9 Spots |
| | | 836700 | All Weeks | | | | | | | | | | | |
| 3 | TRUTH IN POLITICS | 30 | 03/04/19 | 10:00AM | | | | | | | | | | 329.00 |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 47.00 | 03/10/19 | 3:00PM | Y | 7 | X | X | X | X | X | | | 7 Spots |
| | | 836701 | All Weeks | | | | | | | | | | | |
| 4 | TRUTH IN POLITICS | 30 | 03/11/19 | 10:00AM | | | | | | | | | | 705.00 |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 47.00 | 03/31/19 | 3:00PM | Y | 5 | X | X | X | X | X | | | 15 Spots |
| | | 836702 | All Weeks | | | | | | | | | | | |
| 5 | TRUTH IN POLITICS | 30 | 03/04/19 | 3:00PM | | | | | | | | | | 208.00 |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 52.00 | 03/10/19 | 7:00PM | Y | 4 | X | X | X | X | X | | | 4 Spots |
| | | 836703 | All Weeks | | | | | | | | | | | |
| 6 | TRUTH IN POLITICS | 30 | 03/02/19 | 6:00AM | | | | | | | | | | 600.00 |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 30.00 | 03/31/19 | 7:00PM | N | | | | | | | 4 | | 20 Spots |
| | | 836704 | All Weeks | | | | | | | | | | | |
| 7 | TRUTH IN POLITICS | 30 | 03/02/19 | 7:00PM | | | | | | | | | | 50.00 |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 10.00 | 03/31/19 | 11:59PM | N | | | | | | | 1 | | 5 Spots |
| | | 836705 | All Weeks | | | | | | | | | | | |
| 8 | | 30 | 03/02/19 | 6:00AM | | | | | | | | | | 400.00 |

| # | Sponsor Log Name Revenue Types | Length Rate Line# | Start Date End Date | Start time End time | Auto Weekly | #/Wk | M | T | W | T | F | S | S | Total |
|----|-------------------------------------------------------|----------------------|------------------------|------------------------|----------------|------|---|---|---|---|---|---|---|----------|
| | TRUTH IN POLITICS | 20.00 | 03/31/19 | 7:00PM | N | | | | | | | | 4 | 20 Spots |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 836706 | All Weeks | | | | | | | | | | | |
| 9 | TRUTH IN POLITICS | 30 | 03/02/19 | 7:00PM | | | | | | | | | | 90.00 |
| | TRUTH IN POLITICS | 18.00 | 03/31/19 | 11:59PM | N | | | | | | | | 1 | 5 Spots |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 836707 | All Weeks | | | | | | | | | | | |
| 10 | TRUTH IN POLITICS | 30 | 03/11/19 | 3:00PM | | | | | | | | | | 468.00 |
| | TRUTH IN POLITICS | 52.00 | 03/31/19 | 7:00PM | Y | 3 | X | X | X | X | X | | | 9 Spots |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 836708 | All Weeks | | | | | | | | | | | |
| 11 | TRUTH IN POLITICS | 30 | 03/04/19 | 7:00PM | | | | | | | | | | 80.00 |
| | TRUTH IN POLITICS | 10.00 | 03/31/19 | 11:59PM | Y | 2 | X | X | X | X | X | | | 8 Spots |
| | Political: Agency Issue/Non "Use" - 42100 / Political | 836709 | All Weeks | | | | | | | | | | | |

Mar 19 = 3554.00 / 3020.90 Apr 19 = 0.00 / 0.00 May 19 = 0.00 / 0.00 Jun 19 = 0.00 / 0.00 Jul 19 = 0.00 / 0.00 Aug 19 = 0.00 / 0.00
 Sep 19 = 0.00 / 0.00 Oct 19 = 0.00 / 0.00 Nov 19 = 0.00 / 0.00 Dec 19 = 0.00 / 0.00 Jan 20 = 0.00 / 0.00 Feb 20 = 0.00 / 0.00

Gross: 3554.00 Net: 3020.90 Total Due: 3020.90 106 Spots

Client Acceptance: _____ **Date:** _____
Account Executive: 3/1/2019 11:52:57 AM by Ron Begnaud
Sales / Market Manager: 3/1/2019 12:52:17 PM by Rachel Adams
Business Manager: 3/1/2019 1:06:18 PM by Greta Lewis
Traffic Manager: 3/1/2019 1:48:17 PM by Kris McCoy

V5.3

ALL ORDERS SUBJECT TO THE STANDARD TERMS AND CONDITIONS ATTACHED HERETO

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|----------------------------------------------------------|-------------------------|
| Station and Location: KMEZ-FM NEW ORLEANS | Date: 2-28-14 |
|----------------------------------------------------------|-------------------------|

I, Truth In Politics

do hereby request station time concerning the following issue:

| |
|----------------|
| State Spending |
|----------------|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | See | Order | | |

This broadcast time will be used by: Truth In Politics

**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 references 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).

| |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

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

Truth In Politics
450 Laurel St., Ste. 1600
Baton Rouge, LA 70801

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):

Tara Saxon

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

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)

2/28/19 *Pauline Maxwell* 985-377-7159
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected
[Signature] Ron Besaw 3-1-19
Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | See | Order | | |

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run 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.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



Truth In Politics Radio Media Buy

Revision #: Date: 2/28/2019

Send Billing To: People Who Think

Client: Truth in Politics
Media: Radio
Product: Issue Advocacy
Market: New Orleans
Primary Demo: Adults 45+
Separation between spots: 30

Estimate: 1602
Description: TRUTH-0151 Feb-Mar 2019 AA Adults 45+
 Radio Media
Flight Start Date: 2/25/2019 05:00 AM
Flight End Date: 3/31/2019 04:59 AM
Survey: SP-18 DMA ARB
Buyer: Laurie Mayeux

4250 Hwy 22
 Suite 7
 Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

| Line No | Daypart Program | Daypart Code | STN Gross | Dur | Wks | 3/4 | 3/11 | 3/18 | 3/25 | Total Spots | Adults 45+ Rtg/CPP |
|------------------------------------------------------|----------------------|--------------|-----------|-----|-----|-----|------|------|------|-------------|--------------------|
| KMEZ-FM | | | | | | | | | | | |
| 1 | MTuWThF 6:00a-10:00a | AM | \$48.00 | 30 | 1 | 3 | 3 | 3 | 3 | 13 | 1.1 \$43.64 |
| 2 | MTuWThF 10:00a-3:00p | MD | \$47.00 | 30 | 2 | 5 | 5 | 5 | 5 | 22 | 1.2 \$39.17 |
| 3 | MTuWThF 3:00p-7:00p | PM | \$52.00 | 30 | 1 | 3 | 3 | 3 | 3 | 13 | 1.1 \$47.27 |
| 4 | MTuWThF 7:00p-12:00a | EV | \$10.00 | 30 | 0 | 2 | 2 | 2 | 2 | 8 | 0.5 \$20.00 |
| 5 | Sa 6:00a-7:00p | WK | \$30.00 | 30 | 4 | 4 | 4 | 4 | 4 | 20 | 0.9 \$33.33 |
| 6 | Sa 7:00p-12:00a | EV | \$10.00 | 30 | 1 | 1 | 1 | 1 | 1 | 5 | 0.6 \$16.67 |
| 7 | Su 6:00a-7:00p | WK | \$20.00 | 30 | 4 | 4 | 4 | 4 | 4 | 20 | 0.9 \$22.22 |
| 8 | Su 7:00p-12:00a | EV | \$18.00 | 30 | 1 | 1 | 1 | 1 | 1 | 5 | 0.5 \$36.00 |
| Total Spots: 14 23 23 23 23 | | | | | | | | | | 106 | |
| Total GRP/GIMP(000): 12.9 21.9 21.9 21.9 21.9 | | | | | | | | | | | 100.5 |
| Total CPP/CPM: | | | | | | | | | | | \$35.36 |
| Total Cost: | | | | | | | | | | | \$3,554.00 |

Signature: _____



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Media: Radio
Product: Issue Advocacy
Market: New Orleans
Primary Demo: Adults 45+
Separation between spots: 30

Estimate: 1602
Description: TRUTH-0151 Feb-Mar 2019 AA Adults 45+
Radio Media
Flight Start Date: 2/25/2019 05:00 AM
Flight End Date: 3/31/2019 04:59 AM
Survey: SP18 DMA ARB
Buyer: Laurie Mayeux

Send Billing To: People Who Think
4250 Hwy 22
Suite 7
Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

| Line No | Daypart Program | Daypart Code | STN Gross | Dur | Wks | 3/4 | 3/11 | 3/18 | 3/25 | Total Spots | Adults 45+ | Rtg/CPP |
|---------|-----------------|--------------|-----------|-----|-----|-----|------|------|------|-------------|------------|---------|
|---------|-----------------|--------------|-----------|-----|-----|-----|------|------|------|-------------|------------|---------|

Disclaimer:

Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 90% of all placed GRPS must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



Truth In Politics Radio Media Buy

Summary by Station/System

Date: 2/28/2019

Send Billing To: People Who Think
4250 Hwy 22
Suite 7
Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

Estimate: 1602
Description: TRUTH-0151 Feb-Mar 2019 AA Adults 45+
Radio Media
Flight Start Date: 2/25/2019 05:00 AM
Flight End Date: 3/31/2019 04:59 AM
Survey: SP18 DMA ARB
Buyer: Laurie Mayeux

Client: Truth in Politics
Media: Radio
Product: Issue Advocacy
Market: New Orleans
Primary Demo: Adults 45+
Separation between spots: 30

| Station | Total Spots | STN Gross | PCT | Adults 45+ | | |
|----------------------|-------------|------------|------|------------------|-------|------|
| | | | | CPP | GRP | PCT |
| | | | | Reach Pct / Freq | | |
| KMEZ-FM | 106 | \$3,554.00 | 100% | \$35.36 | 100.5 | 100% |
| | | | | | 10.0% | 9.8 |
| Market Total: | 106 | \$3,554.00 | | \$35.36 | 100.5 | 9.8 |
| | | | | | 10.0% | 9.8 |

Truth In Politics Radio Media Buy

Summary by Station/Month

Date: 2/28/2019

Send Billing To: People Who Think
4250 Hwy 22
Suite 7
Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

Estimate: 1602
Description: TRUTH-0151 Feb-Mar 2019 AA Adults 45+
Radio Media
Flight Start Date: 2/25/2019 05:00 AM
Flight End Date: 3/31/2019 04:59 AM
Survey: SP18 DMA ARB
Buyer: Laurie Mayeux

Client: Truth in Politics
Media: Radio
Product: Issue Advocacy
Market: New Orleans
Primary Demo: Adults 45+
Separation between spots: 30

| Station | Month | Total Spots | STN Gross | PCT |
|----------------------|--------|-------------|------------|-----|
| KMEZ-FM | FEB 19 | 4 | \$194.00 | 5% |
| | MAR 19 | 102 | \$3,360.00 | 95% |
| | FEB 19 | 4 | \$194.00 | 5% |
| | MAR 19 | 102 | \$3,360.00 | 95% |
| Market Total: | | 106 | \$3,554.00 | |