

# ORDER



**Orders**  
**Order / Rev:** 598356  
**Alt Order #:** 35224188  
**Product Desc:** Recall 2021  
**Estimate:** 2519  
**Flight Dates:** 07/28/21 - 09/12/21  
**Original Date / Rev:** 07/27/21 / 07/27/21  
**Order Type:** GENERAL

**KHHM-FM**  
**Primary AE:** Lesly Wilberding  
**Sales Office:** K-LA  
**Sales Region:** NATIONAL

**Agency Name:** Sadler Strategic Media Inc.  
**Buying Contact:**  
**Billing Contact:**  
 12103 Viewcrest Rd.  
 Studio City, CA 91604

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

**Advertiser Name:** Stop GOP Newsom Recall  
**Demographic:** A25-49  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL  
**Priority:** P-01

**New Business Thru:**  
**Advertiser External ID:** 0012R00002F1yh6QAB  
**Agency External ID:** 0012R00002A8NKnQAN  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/26/21	08/29/21	138	\$9,260.00	\$7,871.00
08/30/21	09/12/21	58	\$3,900.00	\$3,315.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2021	138	\$9,260.00	\$7,871.00	0.00
September 2021	58	\$3,900.00	\$3,315.00	0.00
<b>Totals</b>	<b>196</b>	<b>\$13,160.00</b>	<b>\$11,186.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lesly Wilberding	K-LA	NATIONAL	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	KHHM	07/28/21	07/30/21	M-F 6a-10a W-F 6a-10a	CM	6a-10a	--WTF--	1:00	6	\$70.00	P-01	0.00	NM	6	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/21	08/03/21	--WTF--		6				\$70.00		0.00			
N 2	KHHM	08/02/21	09/10/21	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MTWTF--	1:00	8	\$70.00	P-01	0.00	NM	48	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/02/21	08/08/21	MTWTF--		8				\$70.00		0.00			
		Week: 08/09/21	08/15/21	MTWTF--		8				\$70.00		0.00			
		Week: 08/16/21	08/22/21	MTWTF--		8				\$70.00		0.00			
		Week: 08/23/21	08/29/21	MTWTF--		8				\$70.00		0.00			
		Week: 08/30/21	09/05/21	MTWTF--		8				\$70.00		0.00			
		Week: 09/06/21	09/12/21	MTWTF--		8				\$70.00		0.00			
N 3	KHHM	07/28/21	07/30/21	M-F 10a-3p W-F 10a-3p	CM	10a-3p	--WTF--	1:00	6	\$70.00	P-01	0.00	NM	6	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/28/21	08/03/21	--WTF--		6				\$70.00		0.00			
N 4	KHHM	08/02/21	09/10/21	M-F 10a-3p M-F 10a-3p	CM	10a-3p	MTWTF--	1:00	8	\$70.00	P-01	0.00	NM	48	\$3,360.00

Order / Rev: 598356  
 Alt Order #: 35224188  
 Flight Dates: 07/28/21 - 09/12/21

Advertiser: Stop GOP Newsom Recall  
 Product Desc: Recall 2021  
 Estimate: 2519  
 KHHM-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KHHM	07/28/21	07/30/21	M-F 3p-7p W-F 3p-7p	CM	3p-7p	--WTF--	1:00	6	\$70.00	P-01	0.00	NM	6	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/02/21	08/08/21	MTWTF--		8				\$70.00		0.00			
Week:		08/09/21	08/15/21	MTWTF--		8				\$70.00		0.00			
Week:		08/16/21	08/22/21	MTWTF--		8				\$70.00		0.00			
Week:		08/23/21	08/29/21	MTWTF--		8				\$70.00		0.00			
Week:		08/30/21	09/05/21	MTWTF--		8				\$70.00		0.00			
Week:		09/06/21	09/12/21	MTWTF--		8				\$70.00		0.00			
N 6	KHHM	08/02/21	09/10/21	M-F 3p-7p M-F 3p-7p	CM	3p-7p	MTWTF--	1:00	9	\$70.00	P-01	0.00	NM	54	\$3,780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/28/21	08/03/21	--WTF--		6				\$70.00		0.00			
N 7	KHHM	07/31/21	09/12/21	Sa-Su 6a-7p Sa-Su 10a-7p	CM	10:00 AM-7:00 PM (10:00 AM-7:00 PM)	-----SS	1:00	4	\$50.00	P-01	0.00	NM	28	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/31/21	08/06/21	-----SS		4				\$50.00		0.00			
Week:		08/07/21	08/13/21	-----SS		4				\$50.00		0.00			
Week:		08/14/21	08/20/21	-----SS		4				\$50.00		0.00			
Week:		08/21/21	08/27/21	-----SS		4				\$50.00		0.00			
Week:		08/28/21	09/03/21	-----SS		4				\$50.00		0.00			
Week:		09/04/21	09/10/21	-----SS		4				\$50.00		0.00			
Week:		09/11/21	09/17/21	-----SS		4				\$50.00		0.00			
													Totals	196	\$13,160.00

Jul 27, 21  
 CONT# 35224188 Mod# Ver# 1 (Last = )  
 REP EASTMAN  
 TO KHHM-FM (Sacramento, CA)  
 FM LESLY WILBERDING  
 OFF LOS ANGELES  
 AGY SADLER STRATEGIC MEDIA  
 ADDR 12103 VIEWCREST RD  
 STUDIO CITY, CA 91604

DDS CONT# 0  
 C/P/E: / / 2519

SALESPERSON FAX#

PH #

BYR ROSA LOZANO  
 ADV STOP THE REPUBLICAN RECALL OF GOVERNOR  
 NEWSOM  
 PDT Recall 2021  
 FLT Jul 26, 21 - Sep 19, 21

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	..WTF..	6A - 10A	60	7/28/2021 - 7/30/2021	1W	6	\$70.00	6
LESLY									
	1.2	..WTF..	10A - 3P	60	7/28/2021 - 7/30/2021	1W	6	\$70.00	6
	1.3	..WTF..	3P - 7P	60	7/28/2021 - 7/30/2021	1W	6	\$70.00	6
	1.4	.....SS	10A - 7P	60	7/31/2021 - 8/1/2021	1W	4	\$50.00	4
					<b>** WEEKLY FLIGHT TOTALS **</b>		22	\$1,460.00	
		<b>FLIGHT 2</b>							
	2.1	MTWTF..	6A - 10A	60	8/2/2021 - 9/10/2021	6W	8	\$70.00	48
	2.2	MTWTF..	10A - 3P	60	8/2/2021 - 9/10/2021	6W	8	\$70.00	48
	2.3	MTWTF..	3P - 7P	60	8/2/2021 - 9/10/2021	6W	9	\$70.00	54
	2.4	.....SS	10A - 7P	60	8/7/2021 - 9/12/2021	6W	4	\$50.00	24
					<b>** WEEKLY FLIGHT TOTALS **</b>		29	\$11,700.00	

	Aug 21	Sep 21				
SPOTS	138	58				
CASH	9260.00	3900.00				
TRADE	0.00	0.00				
NSL	0.00	0.00				
TOTAL	9260.00	3900.00				

						TOTAL
SPOTS						196
CASH						13,160.00
TRADE						0.00
NSL						0.00
TOTAL						13,160.00

Jul 27, 21  
CONT# 35224188 Mod# Ver# 1 (Last = )  
REP EASTMAN

DDS CONT# 0  
C/P/E: / / 2519

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**\*\* Competitive Comments \*\***

SVC:

Demo Adults 25-49

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

**LETTER OF AUTHORIZATION**

**Stop the Republican Recall of Governor Newsom**  
**1787 Tribute Road, Suite K**  
**Sacramento, CA 95815**

June 8, 2021

**Sheri Sadler**  
**Sadler Strategic Media, Inc.**  
**12103 Viewcrest Road**  
**Studio City, CA 91604**

**Dear Ms. Sadler:**

**Please accept this letter as authorization to represent the "Stop the Republican Recall of Governor Newsom". Our official information is as follows:**

**Name** *Stop the Republican Recall of Governor Newsom*  
**Address** *1787 Tribute Road, Suite K, Sacramento, CA 95815*  
**Phone** *209-210-8950*  
**Name of Chairman** *Governor Newsom*  
**Name of Treasurer** *Shawnda Deane*  
**Committee I.D.#** *1436851*

**Signature** *(Can be any authorized agent)*  
**Typed Name Official /Title for the Campaign**  
*Madeline Franklin/Deputy Campaign Manager*

## 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:

Office sought (no acronyms or abbreviations):

Date of election:

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:

*Sheri Sadler*

Signature:

*Martha Tomassillo*

Name: Sheri Sadler

Name:

*Martha Tomassillo*

Date of Request to Purchase Ad Time:

*7-27-21*

Date of Station Agreement to Sell Time:

*7-27-21*

**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:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 7.27.21

**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 #: <u>598356</u>	Station Call Letters: <u>KHHM-FM</u>	Date Received/Requested: <u>7-27-21</u>
Est. #: <u>2519</u>	Station Location: <u>SACRAMENTO, CA</u>	Run Start and End Dates: <u>7-28 to 9-12-21</u>

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.