





Order #535545: Direct Res../Howard Jar../HOWARD JAR../1840

  	Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
	07/20/20 6:13:10 PM	Processed		<async process>	Marcus Rc	\$34,410.00	137	0.00
	07/20/20 6:08:58 PM	Approved			John Merc	\$34,410.00	137	0.00
	07/20/20 6:08:46 PM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	John Merc	\$34,410.00	137	0.00
	07/20/20 5:56:46 PM	Approval Workflow		[Sales Manager - Ready Default]	Scott Brub	\$34,410.00	137	0.00
	07/20/20 4:39:14 PM	Ready for approval		07.20.20 NEW ORDER JK	John Keefr	\$34,410.00	137	0.00
	07/20/20 4:34:29 PM	New order created		Copied from Order #535538	John Keefr	\$14,430.00	137	0.00

[Sorted by: Date]

ORDER

Orders

Order / Rev: 535545

Alt Order #:

Product Desc: HOWARD JARVIS Q4

Estimate: 1840

Flight Dates: 09/28/20 - 11/03/20

Original Date / Rev: 07/20/20 / 07/20/20

Order Type: GENERAL

KNBR-AM

Primary AE: John Keefer

Sales Office: L-SFO

Sales Region: Local

Agency

Name: Direct Results

Buying Contact:

Billing Contact:

931 Village Blvd

West Palm Beach, FL 33409

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Howard Jarvis Taxpayers Association

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
09/28/20	10/25/20	94	\$22,940.00	\$19,499.00
10/26/20	11/02/20	43	\$11,470.00	\$9,749.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	94	\$22,940.00	\$19,499.00	0.00
November 2020	43	\$11,470.00	\$9,749.50	0.00
Totals	137	\$34,410.00	\$29,248.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
John Keefer	L-SFO	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	KNBRA	09/28/20	10/02/20	M-F Prime M-F	CM	6a-7p	44444--	1:00	20	\$310.00	P-50	0.00	NM	20	\$6,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/28/20	10/04/20	44444--			20		\$310.00	0.00					
N 2	KNBRA	10/05/20	10/09/20	M-F Prime M-F	CM	6a-7p	66666--	1:00	30	\$310.00	P-50	0.00	NM	30	\$9,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/05/20	10/11/20	66666--			30		\$310.00	0.00					
N 3	KNBRA	10/12/20	10/16/20	M-F Prime M-F	CM	6a-7p	22323--	1:00	12	\$310.00	P-50	0.00	NM	12	\$3,720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/12/20	10/18/20	22323--			12		\$310.00	0.00					
N 4	KNBRA	10/19/20	10/23/20	M-F Prime M-F	CM	6a-7p	22332--	1:00	12	\$310.00	P-50	0.00	NM	12	\$3,720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/19/20	10/25/20	22332--			12		\$310.00	0.00					
N 5	KNBRA	10/26/20	10/30/20	M-F Prime M-F	CM	6a-7p	66666--	1:00	30	\$310.00	P-50	0.00	NM	30	\$9,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/26/20	11/01/20	66666--			30		\$310.00	0.00					
N 6	KNBRA	11/02/20	11/02/20		CM	6a-7p	7-----	1:00	7	\$310.00	P-50	0.00	NM	7	\$2,170.00

Order / Rev: 535545
 Alt Order #:
 Flight Dates: 09/28/20 - 11/03/20

Advertiser: Howard Jarvis Taxpayers Association
 Product Desc: HOWARD JARVIS Q4
 Estimate: 1840

KNBR-AM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Prime															
M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/20	11/08/20	7-----					7	\$310.00		0.00			
N 7	KNBRA	09/28/20	10/30/20	M-F Extended Prime	CM	6:15 AM-9:45 PM	MTWTF--	1:00	5	\$0.00	P-60	0.00	NM	25	\$0.00
M-F (6:15 AM-9:45 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/20	10/04/20	MTWTF--					5	\$0.00		0.00			
Week:		10/05/20	10/11/20	MTWTF--					5	\$0.00		0.00			
Week:		10/12/20	10/18/20	MTWTF--					5	\$0.00		0.00			
Week:		10/19/20	10/25/20	MTWTF--					5	\$0.00		0.00			
Week:		10/26/20	11/01/20	MTWTF--					5	\$0.00		0.00			
N 8	KNBRA	11/02/20	11/02/20	M-F Extended Prime	CM	6:15 AM-9:45 PM	M-----	1:00	1	\$0.00	P-60	0.00	NM	1	\$0.00
M-F (6:15 AM-9:45 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/20	11/08/20	M-----					1	\$0.00		0.00			
													Totals	137	\$34,410.00

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, _____, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☐ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name:

Address:

Contact:

Phone number:

Email:

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name:

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☐ N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

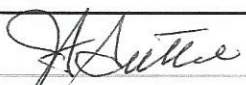

Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A

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

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: 	Signature: 
Name: <u>JOHN F. SUTTIE</u>	Name: <u>Ryan Hill</u>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: <u>7/20/20</u>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: 7/20/20

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- ☒ Accepted
☐ Accepted IN PART (e.g., ad not received to determine content)*
☐ Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: 535538, 535544,
535547, 535545

Station Call Letters: KGO-AM, KSFO-AM
KSAN-FM, KNBR-AM/FM

Date Received/Requested:
7/20/20

Est. #:

Station Location:
San Francisco, CA

Run Start and End Dates:

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material 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 (including date, time, class of time and reasons for any make-goods or rebates) 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

Media: Radio	Market: San Francisco	Vendor: KNBR-AM	Billing To: Direct Results Radio
Client: Howard Jarvis Taxpayers Association	Demo: Adults 35-64		931 Village Blvd. #905-507
Product: HJTA	Separation: 30		West Palm Beach, FL 33409
CPE: //1840	Flight Start: 9/28/20	AE: John Keefer	
Description: Howard Jarvis Q4 2020-SP2	Flight End: 11/8/20	Phone: 310-441-9100	
Rep:	Sales Office:	Fax:	
Version: 1	Survey: 3BK Jan20-Mar20 MSA ARB PPM		
Comments:			

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	9/28	10/5	10/12	10/19	10/26	11/2	Total Spots	Adults 35-64 RTG	CPP	
1	MTuWThF 6:00A-7:00P	AM	\$310.00	C	60	20	30	12	12	30	0	104	0.3	\$1,033.33	
Comments: no interview															
2	M 6:00A-7:00P	RT	\$310.00	C	60	0	0	0	0	0	7	7	0.3	\$1,033.33	
3	MTuWThF 6:15A-9:45P	AM	\$0.00	C	60	5	5	5	5	5	0	25	0.3		
4	M 6:15A-9:45P	AM	\$0.00	C	60	0	0	0	0	0	1	1	0.3		
Total Spots:						25	35	17	17	35	8	137			
Total GRP/GIMP(000):						7.5	10.5	5.1	5.1	10.5	2.4		41.1		
Month	Cash\$-Spots	Trade\$-Spots				Total\$-Spots									
10/2020	\$22,940.00 - 94	\$0.00 - 0				\$22,940.00 - 94									
11/2020	\$11,470.00 - 43	\$0.00 - 0				\$11,470.00 - 43									
Total Gross Cost:			\$34,410.00											Total Gross CPP:	\$837.23
Total Net Cost:			\$29,248.50											Total Net CPP:	\$711.64

Disclaimer:

Direct Results pays for spots aired within scheduled dates/times, and with correct traffic tags only. A twenty-five (25) minute separation between spots ordered along with a one-week order cancellation policy is required from the station. Additionally, Direct Results invoices Advertisers weekly and therefore processes payment to stations based on weekly Station Post Logs and following receipt of payment from the client.

No make goods will be accepted without prior buyer approval and ALL MAKE GOODS must be processed electronically through Stratosphere (formerly AE Inbox.com). Direct Results understands that for certain ?remnant? rates received from the station, schedules are 100% pre-emptible and for such schedules rates are not disclosed to the client.

PLEASE INCLUDE ONE (1) ESTIMATE NUMBER PER INVOICE AND ENSURE ISCI CODE IS CLEARLY NOTED NEXT TO EACH SPOT ON YOUR INVOICE TO EXPEDITE PAYMENT.

Please sign and send back for confirmation.

Direct Results pays 60-90 days after the broadcast month ends, once invoices have been reviewed and are accurate per agreement. Payment will be made to station upon receipt of payment from client.

BILLING Address:
 Direct Results c/o Media Financial Services
 931 Village Blvd #905-507
 West Palm Beach, FL 33409
 Tel # 561-227-0675

EFILE(Preferred):
 EMT ID: EMT11609
 Marketron ID: 139208
 RadiolInvoices ID: RI13161 or 9913161

Other Demos

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	Total Spots	Adults 25-64	
							RTG	CPP
1	MTuWThF 6:00A-7:00P	AM	\$310.00	C	60	104	0.3	\$1,033.33
2	M 6:00A-7:00P	RT	\$310.00	C	60	7	0.3	\$1,033.33
3	MTuWThF 6:15A-9:45P	AM	\$0.00	C	60	25	0.3	\$0.00
4	M 6:15A-9:45P	AM	\$0.00	C	60	1	0.3	\$0.00
Total Spots:						137		
Total GRP/GIMP(000):							41.1	
Total Cost:			\$34,410.00				CPP:	\$711.64