

# CONTRACT



**KMDL-FM**  
 1749 Bertrand Dr.  
 Lafayette, LA 70506  
 (337) 233-6000

<u>Contract / Revision</u> 4460578 /		<u>Alt Order #</u>
<u>Advertiser</u> Kevin Berken for BESE		<u>Original Date / Revision</u> 11/16/23 / 11/16/23
<u>Contract Dates</u> 11/17/23 - 11/17/23	<u>Estimate #</u>	
<u>Product</u> November 2023		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KMDL-FM	<u>Account Executive</u> Paul Farnham	<u>Sales Office</u> Local Lafayette
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Ref</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Kevin Berken for BESE  
 202 Sommeret Drive  
 Lafayette, LA 70506

**KMDL-FM - 4460578A**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KMDL	11/17/23	11/17/23	M-F AM Drive	6am-10am		1:00			NM	4	\$232.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/23	11/19/23	----4--				4	\$58.00			
N 2	KMDL	11/17/23	11/17/23	M-F Midday	10am-3pm		1:00			NM	5	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/23	11/19/23	----5--				5	\$58.00			
N 3	KMDL	11/17/23	11/17/23	M-F PM Drive	3pm-7pm		1:00			NM	4	\$232.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/23	11/19/23	----4--				4	\$58.00			
<b>Totals</b>											13	\$754.00

Time Period	# of Spots	Gross Amount	Net Amount
11/01/23 - 11/17/23	13	\$754.00	\$754.00
<b>Totals</b>	13	\$754.00	\$754.00

**KPEL-FM - 4460578B**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KPELF	11/17/23	11/17/23	M-F AM Drive	6am-10am		1:00			NM	4	\$184.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/23	11/19/23	----4--				4	\$46.00			
N 2	KPELF	11/17/23	11/17/23	M-F Midday	10am-3pm		1:00			NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/23	11/19/23	----5--				5	\$70.00			
N 3	KPELF	11/17/23	11/17/23	M-F PM Drive	3pm-7pm		1:00			NM	4	\$184.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/13/23	11/19/23	----4--				4	\$46.00			
<b>Totals</b>											13	\$718.00

Time Period	# of Spots	Gross Amount	Net Amount
11/01/23 - 11/17/23	13	\$718.00	\$718.00
<b>Totals</b>	13	\$718.00	\$718.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**KMDL-FM**  
 1749 Bertrand Dr.  
 Lafayette, LA 70506  
 (337) 233-6000

<u>Contract / Revision</u> 4460578 /	<u>Alt Order #</u>
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<u>Advertiser</u> Kevin Berken for BESE	<u>Original Date / Revision</u> 11/16/23 / 11/16/23
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<u>Contract Dates</u> 11/17/23 - 11/17/23	<u>Product</u> November 2023	<u>Estimate #</u>
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**KTDY-FM - 4460578C**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KTDY	11/17/23	11/17/23	M-F AM Drive	6am-10am		1:00			NM	4	\$232.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/13/23	11/19/23	----4--	4			\$58.00				
N 2	KTDY	11/17/23	11/17/23	M-F Midday	10am-3pm		1:00			NM	5	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/13/23	11/19/23	----5--	5			\$58.00				
N 3	KTDY	11/17/23	11/17/23	M-F PM Drive	3pm-7pm		1:00			NM	4	\$192.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/13/23	11/19/23	----4--	4			\$48.00				
<b>Totals</b>											13	\$714.00

Time Period	# of Spots	Gross Amount	Net Amount
11/01/23 - 11/17/23	13	\$714.00	\$714.00
<b>Totals</b>	13	\$714.00	\$714.00

Contract Totals 39 \$2,186.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Kevin Berken for BESE

From: Paul Farnham  
 Phone: (318) 347-6311  
 Email: paul.farnham@townsquaremedia.com  
 11/16/2023 5:40 PM



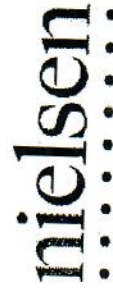
Flight Dates: 11/16/2023 - 11/18/2023  
 Demo: P 21+

Radio Market: LAFAYETTE, LA  
 Survey: SP23  
 Geography: Metro

Schedule Description:  
 Friday and Sat

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GRs
<b>Radio Total</b>		<b>39</b>		<b>\$56.05</b>	<b>\$2,186.00</b>	<b>1.0%</b>	<b>\$55.06</b>	<b>39.7</b>	<b>100%</b>	<b>100%</b>	<b>17.1%</b>	<b>68,000</b>	<b>2.3</b>	<b>153,700</b>
<b>KMDL-FM</b>		<b>13</b>		<b>\$58.00</b>	<b>\$754.00</b>	<b>1.3%</b>	<b>\$42.60</b>	<b>17.7</b>	<b>45%</b>	<b>34%</b>	<b>8.8%</b>	<b>35,100</b>	<b>2.0</b>	<b>68,600</b>
Flight A - 1 wk (11/13)														
<b>One Week Total</b>		<b>13</b>		<b>\$58.00</b>	<b>\$754.00</b>	<b>1.3%</b>	<b>\$42.60</b>	<b>17.7</b>	<b>45%</b>	<b>34%</b>	<b>8.8%</b>	<b>35,100</b>	<b>2.0</b>	<b>68,600</b>
M-F 6A-10A	AM	4	60	\$58.00	\$232.00	1.4%	\$41.43	5.6	32%	31%	4.0%	15,900	1.4	21,600
M-F 10A-3P	MD	5	60	\$58.00	\$290.00	1.3%	\$44.62	6.5	37%	38%	4.1%	16,300	1.5	25,000
M-F 3P-7P	PM	4	60	\$58.00	\$232.00	1.4%	\$41.43	5.6	32%	31%	4.1%	16,400	1.3	22,000
<b>KPEL-FM</b>		<b>13</b>		<b>\$55.23</b>	<b>\$718.00</b>	<b>0.7%</b>	<b>\$77.20</b>	<b>9.3</b>	<b>23%</b>	<b>33%</b>	<b>4.1%</b>	<b>16,300</b>	<b>2.2</b>	<b>36,500</b>
Flight A - 1 wk (11/13)														
<b>One Week Total</b>		<b>13</b>		<b>\$55.23</b>	<b>\$718.00</b>	<b>0.7%</b>	<b>\$77.20</b>	<b>9.3</b>	<b>23%</b>	<b>33%</b>	<b>4.1%</b>	<b>16,300</b>	<b>2.2</b>	<b>36,500</b>
M-F 6A-10A	AM	4	60	\$46.00	\$184.00	0.7%	\$65.71	2.8	30%	26%	1.8%	7,100	1.5	10,800
M-F 10A-3P	MD	5	60	\$70.00	\$350.00	0.9%	\$77.78	4.5	48%	49%	2.8%	11,000	1.7	18,500
M-F 3P-7P	PM	4	60	\$46.00	\$184.00	0.5%	\$92.00	2.0	22%	26%	1.3%	5,200	1.4	7,200
<b>KTDY-FM</b>		<b>13</b>		<b>\$54.92</b>	<b>\$714.00</b>	<b>0.9%</b>	<b>\$56.22</b>	<b>12.7</b>	<b>32%</b>	<b>33%</b>	<b>6.1%</b>	<b>24,100</b>	<b>2.0</b>	<b>48,600</b>
Flight B - 1 wk (11/13)														
<b>One Week Total</b>		<b>13</b>		<b>\$54.92</b>	<b>\$714.00</b>	<b>0.9%</b>	<b>\$56.22</b>	<b>12.7</b>	<b>32%</b>	<b>33%</b>	<b>6.1%</b>	<b>24,100</b>	<b>2.0</b>	<b>48,600</b>
M-F 6A-10A	AM	4	60	\$58.00	\$232.00	1.0%	\$58.00	4.0	31%	32%	2.8%	11,000	1.4	15,200
M-F 10A-3P	MD	5	60	\$58.00	\$290.00	1.1%	\$52.73	5.5	43%	41%	3.3%	13,200	1.6	21,000
M-F 3P-7P	PM	4	60	\$48.00	\$192.00	0.8%	\$60.00	3.2	25%	27%	2.2%	8,900	1.4	12,400

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: LAFAYETTE, LA - SP23; Metro; Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.  
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Kevin Berken for BESE



From: Paul Farnham  
 Phone: (318) 347-6311  
 Email: paul.farnham@townsquaremedia.com  
 11/16/2023 5:40 PM

Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GRs	CPM
Radio Total	39	\$56.05	\$2,186.00	1.0%	\$55.06	39.7	100%	17.1%	68,000	2.3	153,700	\$14.37
KMDL-FM	13	\$58.00	\$754.00	1.3%	\$42.60	17.7	34%	8.8%	35,100	2.0	68,600	\$10.94
KPEL-FM	13	\$55.23	\$718.00	0.7%	\$77.20	9.3	39%	4.1%	16,300	2.2	36,500	\$19.73
KTDY-FM	13	\$54.92	\$714.00	0.9%	\$56.22	12.7	32%	6.1%	24,100	2.0	48,600	\$14.84

Accepted by Station  \_\_\_\_\_  
 Date NOV 16 2023

Accepted by Client \_\_\_\_\_  
 Date \_\_\_\_\_

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 first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio Information: LAFAYETTE, LA; SP23; Metro; Multiple Dayparts Used; P 21+; See Detailed Sourcing Page for Complete Details.  
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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 Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KPEL, KMDL, KTDY	<b>Date:</b> 11/16/23
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I, Charlie Buckels

being/on behalf of: Kevin Berken, a legally

qualified candidate of the Republican political

party for the office of: BLSE District 7

in the General

election to be held on: 11/18/23

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

**Total Charges:** \$2,860.00 XX