

# ORDER



**Orders**  
**Order / Rev:** 661479  
**Alt Order #:** 36136595  
**Product Desc:** Texans For Greg Abbott  
**Estimate:** 6674  
**Flight Dates:** 10/18/22 - 10/24/22  
**Original Date / Rev:** 09/14/22 / 09/14/22  
**Order Type:** GENERAL

**KVLY-FM**  
**Primary AE:** Philadelphia Katz  
**Sales Office:** K-PHI  
**Sales Region:** NATIONAL

**Agency Name:** Crossroads Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

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

**Advertiser Name:** Abbott for Governor, Greg  
**Demographic:** A35+  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL  
**Priority:** P-01

**New Business End:**  
**Advertiser External ID:** 0012R00002H2UnjQAF  
**Agency External ID:** 001E00000jNbOJIA0  
**Unit Code:** General  
**Order Separation:** 00:10:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/22	10/24/22	57	\$1,965.00	\$1,670.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	57	\$1,965.00	\$1,670.25	0.00
<b>Totals</b>	<b>57</b>	<b>\$1,965.00</b>	<b>\$1,670.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Philadelphia Katz			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	KVLY	10/18/22	10/24/22	M-F 6a-10a M-F 6a-10a	CM	6:00 AM-10:00 AM (6:00 AM-10:00 AM)	33333--	1:00	15	\$40.00	P-01	0.00	NM	15	\$600.00
AM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/18/22	10/24/22	33333--			15			\$40.00			0.00		
N 2	KVLY	10/18/22	10/24/22	M-F 10a-3p M-F 10a-3p	CM	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	33333--	1:00	15	\$35.00	P-01	0.00	NM	15	\$525.00
MD -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/18/22	10/24/22	33333--			15			\$35.00			0.00		
N 3	KVLY	10/18/22	10/24/22	M-F 3p-7p M-F 3p-7p	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	33333--	1:00	15	\$40.00	P-01	0.00	NM	15	\$600.00
PM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/18/22	10/24/22	33333--			15			\$40.00			0.00		
N 4	KVLY	10/18/22	10/24/22	Sa 6a-10a Sa 6a-10a	CM	6:00 AM-10:00 AM (6:00 AM-10:00 AM)	-----2-	1:00	2	\$20.00	P-01	0.00	NM	2	\$40.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/18/22	10/24/22	-----2-			2			\$20.00			0.00		
N 5	KVLY	10/18/22	10/24/22	Sa 10a-3p Sa 10a-3p	CM	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	-----2-	1:00	2	\$20.00	P-01	0.00	NM	2	\$40.00
WK -															

Order / Rev: 661479  
 Alt Order #: 36136595  
 Flight Dates: 10/18/22 - 10/24/22

Advertiser: Abbott for Governor, Greg  
 Product Desc: Texans For Greg Abbott  
 Estimate: 6674  
 KVLV-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: 10/18/22	10/24/22	-----2-		2				\$20.00		0.00			
N 6	KVLV	10/18/22	10/24/22	Sa 3p-7p Sa 3p-7p	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	-----2-	1:00	2	\$20.00	P-01	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/22	10/24/22	-----2-		2				\$20.00		0.00			
N 7	KVLV	10/18/22	10/24/22	Su 6a-10a Su 6a-10a	CM	6:00 AM-10:00 AM (6:00 AM-10:00 AM)	-----2	1:00	2	\$20.00	P-01	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/22	10/24/22	-----2		2				\$20.00		0.00			
N 8	KVLV	10/18/22	10/24/22	Su 10a-3p Su 10a-3p	CM	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	-----2	1:00	2	\$20.00	P-01	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/22	10/24/22	-----2		2				\$20.00		0.00			
N 9	KVLV	10/18/22	10/24/22	Su 3p-7p Su 3p-7p	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	-----2	1:00	2	\$20.00	P-01	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/22	10/24/22	-----2		2				\$20.00		0.00			
													Totals	57	\$1,965.00

Sep 14, 22  
 CONT# 36136595 Mod# Ver# 1 (Last =)  
 REP KATZ RADIO  
 TO KVLV-FM (McAllen-Brownsville-Harlingen, TX)  
 FM LATONYA CHENAULT  
 OFF PHILADELPHIA  
 AGY CROSSROADS MEDIA  
 ADDR 66 CANAL CENTER PLAZA, SUITE 555  
 ALEXANDRIA, VA 22314

DDS CONT# 0  
 C/P/E: / / 6674  
 SALESPERSON FAX#  
 PH # 703-299-1760

BYR EMILY MILHOAN  
 ADV GREG ABBOTT FOR GOVERNOR  
 PDT Texans For Greg Abbott  
 FLT Oct 18, 22 - Oct 24, 22

\* REP ORDER COMMENT \*

\*\* 9/14/2022 11:36:00 AM: CROSSROADS MEDIA: PLEASE UTILIZE ELECTRONIC INVOICING: RADIOINVOICES ID CODE: RI13800 OR 9913800; MARKETRON ID CODE: 182859

\*\* 9/14/2022 11:36:00 AM: POPULATIONBUYTYPE: CPP.

\*\* 9/14/2022 11:36:00 AM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM WITH ANGELA.HOMAN@KATZMEDIA.COM OR CALL 215-557-4230. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	.T.....	6A - 10A	60	10/18/2022 - 10/18/2022	1D	3	\$40.00	3
	1.2	.T.....	10A - 3P	60	10/18/2022 - 10/18/2022	1D	3	\$35.00	3
	1.3	.T.....	3P - 7P	60	10/18/2022 - 10/18/2022	1D	3	\$40.00	3
					<b>** FLIGHT TOTALS **</b>		9	\$345.00	
		<b>FLIGHT 2</b>							
	2.1	..W....	6A - 10A	60	10/19/2022 - 10/19/2022	1D	3	\$40.00	3
	2.2	..W....	10A - 3P	60	10/19/2022 - 10/19/2022	1D	3	\$35.00	3
	2.3	..W....	3P - 7P	60	10/19/2022 - 10/19/2022	1D	3	\$40.00	3
					<b>** FLIGHT TOTALS **</b>		9	\$345.00	
		<b>FLIGHT 3</b>							
	3.1	...T...	6A - 10A	60	10/20/2022 - 10/20/2022	1D	3	\$40.00	3
	3.2	...T...	10A - 3P	60	10/20/2022 - 10/20/2022	1D	3	\$35.00	3
	3.3	...T...	3P - 7P	60	10/20/2022 - 10/20/2022	1D	3	\$40.00	3
					<b>** FLIGHT TOTALS **</b>		9	\$345.00	
		<b>FLIGHT 4</b>							
	4.1	....F..	6A - 10A	60	10/21/2022 - 10/21/2022	1D	3	\$40.00	3
	4.2	....F..	10A - 3P	60	10/21/2022 - 10/21/2022	1D	3	\$35.00	3
	4.3	....F..	3P - 7P	60	10/21/2022 - 10/21/2022	1D	3	\$40.00	3

Sep 14, 22

CONT# 36136595 Mod# Ver# 1 (Last = )  
 REP KATZ RADIO

DDS CONT# 0  
 C/P/E: / / 6674

							<b>** FLIGHT TOTALS **</b>	9	\$345.00		
<b>FLIGHT 5</b>											
5.1	.....S.	6A - 10A	60	10/22/2022 - 10/22/2022	1D	2	\$20.00	2			
5.2	.....S.	10A - 3P	60	10/22/2022 - 10/22/2022	1D	2	\$20.00	2			
5.3	.....S.	3P - 7P	60	10/22/2022 - 10/22/2022	1D	2	\$20.00	2			
							<b>** FLIGHT TOTALS **</b>	6	\$120.00		
<b>FLIGHT 6</b>											
6.1	.....S	6A - 10A	60	10/23/2022 - 10/23/2022	1D	2	\$20.00	2			
6.2	.....S	10A - 3P	60	10/23/2022 - 10/23/2022	1D	2	\$20.00	2			
6.3	.....S	3P - 7P	60	10/23/2022 - 10/23/2022	1D	2	\$20.00	2			
							<b>** FLIGHT TOTALS **</b>	6	\$120.00		
<b>FLIGHT 7</b>											
7.1	M.....	6A - 10A	60	10/24/2022 - 10/24/2022	1D	3	\$40.00	3			
7.2	M.....	10A - 3P	60	10/24/2022 - 10/24/2022	1D	3	\$35.00	3			
7.3	M.....	3P - 7P	60	10/24/2022 - 10/24/2022	1D	3	\$40.00	3			
							<b>** FLIGHT TOTALS **</b>	9	\$345.00		

	<b>Oct 22</b>						
SPOTS	57						
CASH	1965.00						
TRADE	0.00						
NSL	0.00						
TOTAL	1965.00						

							<b>TOTAL</b>
SPOTS							57
CASH							1,965.00
TRADE							0.00
NSL							0.00
TOTAL							1,965.00

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

SVC: FA99 MSA CustRadio  
 Demo Adults 35+

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.

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See Order for proposed schedule and charges. See Invoice for actual schedule and charges.

I, Crossroads Media LLC, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

- FEDERAL CANDIDATE  
 STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED	
Candidate name: Greg Abbott	
Authorized committee: Texans for Greg Abbott	
Agency requesting time (and contact information): <input type="checkbox"/> N/A Crossroads Media, LLC	
Candidate's political party: Republican	
Office sought (no acronyms or abbreviations): Governor	
Date of election: 11/8/2022 <input checked="" type="checkbox"/> General <input type="checkbox"/> Primary	
Treasurer of candidate's authorized committee: John L. Nau	
<p>The undersigned represents that:</p> <p>(1) the payment for the broadcast time requested has been furnished by (check one box below):</p> <p><input type="checkbox"/> the candidate listed above who is a legally qualified candidate, or</p> <p><input checked="" type="checkbox"/> the authorized committee of the legally qualified candidate listed above;</p> <p>(2) this station is authorized to announce the time as paid for by such person or entity; and</p> <p>(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).</p> <p><b>THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.</b></p>	
Candidate/Committee/Agency	Station Representative
Signature:	Signature: <i>Karina Diaz</i>
Name: Media Buyer	Name: Karina Diaz
Date of Request to Purchase Ad Time: 8/25/2022	Date of Station Agreement to Sell Time: 9/14/22

**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: 

Name: Crossroads Media LLC

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 9/14/22

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 #: 6661479	Station Call Letters: KVLV-FM	Date Received/Requested: 9/14/22
Est #: 6674	Station Location: McAllen, Texas	Run Start and End Dates: 10/18/22 - 10/24/22

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.