

# ORDER



**Orders**  
**Order / Rev:** 660564  
**Alt Order #:** 36123661  
**Product Desc:** Texans For Greg Abbott  
**Estimate:** 6670  
**Flight Dates:** 09/20/22 - 09/26/22  
**Original Date / Rev:** 09/08/22 / 09/08/22  
**Order Type:** GENERAL

**KVLV-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:** 001E000000jNbOJIAO  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/22	09/25/22	48	\$1,620.00	\$1,377.00
09/26/22	09/26/22	9	\$345.00	\$293.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2022	48	\$1,620.00	\$1,377.00	0.00
October 2022	9	\$345.00	\$293.25	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	KVLV	09/20/22	09/26/22	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:	09/20/22	09/26/22	33333--		15				\$40.00		0.00			
N 2	KVLV	09/20/22	09/26/22	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:	09/20/22	09/26/22	33333--		15				\$35.00		0.00			
N 3	KVLV	09/20/22	09/26/22	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:	09/20/22	09/26/22	33333--		15				\$40.00		0.00			
N 4	KVLV	09/20/22	09/26/22	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:	09/20/22	09/26/22	-----2-		2				\$20.00		0.00			
N 5	KVLV	09/20/22	09/26/22	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

Order / Rev: 660564  
 Alt Order #: 36123661  
 Flight Dates: 09/20/22 - 09/26/22

Advertiser: Abbott for Governor, Greg  
 Product Desc: Texans For Greg Abbott  
 Estimate: 6670  
 KVLY-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa 10a-3p		(10:00 AM-3:00 PM)									
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/20/22	09/26/22	-----2-			2			\$20.00		0.00			
N 6	KVLY	09/20/22	09/26/22	Sa 3p-7p	CM	3:00 PM-7:00 PM	-----2-	1:00	2	\$20.00	P-01	0.00	NM	2	\$40.00
				Sa 3p-7p		(3:00 PM-7:00 PM)									
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/20/22	09/26/22	-----2-			2			\$20.00		0.00			
N 7	KVLY	09/20/22	09/26/22	Su 6a-10a	CM	6:00 AM-10:00 AM	-----2	1:00	2	\$20.00	P-01	0.00	NM	2	\$40.00
				Su 6a-10a		(6:00 AM-10:00 AM)									
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/20/22	09/26/22	-----2			2			\$20.00		0.00			
N 8	KVLY	09/20/22	09/26/22	Su 10a-3p	CM	10:00 AM-3:00 PM	-----2	1:00	2	\$20.00	P-01	0.00	NM	2	\$40.00
				Su 10a-3p		(10:00 AM-3:00 PM)									
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/20/22	09/26/22	-----2			2			\$20.00		0.00			
N 9	KVLY	09/20/22	09/26/22	Su 3p-7p	CM	3:00 PM-7:00 PM	-----2	1:00	2	\$20.00	P-01	0.00	NM	2	\$40.00
				Su 3p-7p		(3:00 PM-7:00 PM)									
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/20/22	09/26/22	-----2			2			\$20.00		0.00			
													Totals	57	\$1,965.00

Sep 08, 22  
 CONT# 36123661 Mod# Ver# 1 (Last =) DDS CONT# 0  
 REP KATZ RADIO C/P/E: / / 6670  
 TO KVLV-FM (McAllen-Brownsville-Harlingen, TX)  
 FM LATONYA CHENAULT  
 OFF PHILADELPHIA SALESPERSON FAX#  
 AGY CROSSROADS MEDIA  
 ADDR 66 CANAL CENTER PLAZA, SUITE 555 PH # 703-299-1760  
 ALEXANDRIA, VA 22314  
  
 BYR EMILY MILHOAN  
 ADV GREG ABBOTT FOR GOVERNOR  
 PDT Texans For Greg Abbott  
 FLT Sep 20, 22 - Sep 26, 22

**\* REP ORDER COMMENT \***

\*\* 9/8/2022 11:31:00 AM: CROSSROADS MEDIA: PLEASE UTILIZE ELECTRONIC INVOICING: RADIOINVOICES  
 ID CODE: RI13800 OR 9913800; MARKETRON ID CODE: 182859  
 \*\* 9/8/2022 11:31:00 AM: POPULATIONBUYTYPE: CPP.  
 \*\* 9/8/2022 11:31:00 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	09/20/2022 - 09/20/2022	1D	3	\$40.00	3	
	1.2	.T....	10A - 3P	60	09/20/2022 - 09/20/2022	1D	3	\$35.00	3	
	1.3	.T....	3P - 7P	60	09/20/2022 - 09/20/2022	1D	3	\$40.00	3	
			<b>** FLIGHT TOTALS **</b>					9	\$345.00	
		<b>FLIGHT 2</b>								
	2.1	.W....	6A - 10A	60	09/21/2022 - 09/21/2022	1D	3	\$40.00	3	
	2.2	.W....	10A - 3P	60	09/21/2022 - 09/21/2022	1D	3	\$35.00	3	
	2.3	.W....	3P - 7P	60	09/21/2022 - 09/21/2022	1D	3	\$40.00	3	
			<b>** FLIGHT TOTALS **</b>					9	\$345.00	
		<b>FLIGHT 3</b>								
	3.1	...T...	6A - 10A	60	09/22/2022 - 09/22/2022	1D	3	\$40.00	3	
	3.2	...T...	10A - 3P	60	09/22/2022 - 09/22/2022	1D	3	\$35.00	3	
	3.3	...T...	3P - 7P	60	09/22/2022 - 09/22/2022	1D	3	\$40.00	3	
			<b>** FLIGHT TOTALS **</b>					9	\$345.00	
		<b>FLIGHT 4</b>								
	4.1	....F..	6A - 10A	60	09/23/2022 - 09/23/2022	1D	3	\$40.00	3	
	4.2	....F..	10A - 3P	60	09/23/2022 - 09/23/2022	1D	3	\$35.00	3	
	4.3	....F..	3P - 7P	60	09/23/2022 - 09/23/2022	1D	3	\$40.00	3	

Sep 08, 22

CONT# 36123661 Mod# Ver# 1 (Last =)  
 REP KATZ RADIO

DDS CONT# 0  
 C/P/E: 1 / 6670

							<b>** FLIGHT TOTALS **</b>	9	\$345.00	
							<b>FLIGHT 5</b>			
5.1	.....S.	6A - 10A	60	09/24/2022 - 09/24/2022	1D	2	\$20.00	2		
5.2	.....S.	10A - 3P	60	09/24/2022 - 09/24/2022	1D	2	\$20.00	2		
5.3	.....S.	3P - 7P	60	09/24/2022 - 09/24/2022	1D	2	\$20.00	2		
							<b>** FLIGHT TOTALS **</b>	6	\$120.00	
							<b>FLIGHT 6</b>			
6.1	.....S	6A - 10A	60	09/25/2022 - 09/25/2022	1D	2	\$20.00	2		
6.2	.....S	10A - 3P	60	09/25/2022 - 09/25/2022	1D	2	\$20.00	2		
6.3	.....S	3P - 7P	60	09/25/2022 - 09/25/2022	1D	2	\$20.00	2		
							<b>** FLIGHT TOTALS **</b>	6	\$120.00	
							<b>FLIGHT 7</b>			
7.1	M.....	6A - 10A	60	09/26/2022 - 09/26/2022	1D	3	\$40.00	3		
7.2	M.....	10A - 3P	60	09/26/2022 - 09/26/2022	1D	3	\$35.00	3		
7.3	M.....	3P - 7P	60	09/26/2022 - 09/26/2022	1D	3	\$40.00	3		
							<b>** FLIGHT TOTALS **</b>	9	\$345.00	

	Sep 22	Oct 22				
SPOTS	48	9				
CASH	1620.00	345.00				
TRADE	0.00	0.00				
NSL	0.00	0.00				
TOTAL	1620.00	345.00				

						TOTAL
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):

N/A Crossroads Media, LLC

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Governor

Date of election:

11/8/2022

General

Primary

Treasurer of candidate's authorized committee: **John L. Nau**

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

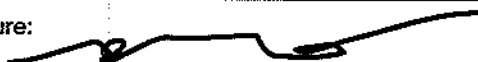
(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

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

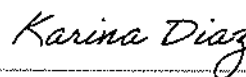
**Candidate/Committee/Agency**

**Station Representative**

Signature:



Signature:



Name: Media Buyer

Name: Karina Diaz

Date of Request to Purchase Ad Time: 8/25/2022

Date of Station Agreement to Sell Time: 9/8/22

**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: 9/8/22**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 #: 660564

Station Call Letters:  
KVLV-FMDate Received/Requested:  
9/8/22

Est. #: 6670

Station Location:  
McAllen TexasRun Start and End Dates:  
9/20/22-9/26/22

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.