

ORDER



**UNIVISION
LAS VEGAS**

KINC-TV

Orders
 Order / Rev: 554382A
 Alt Order #: _____
 Product Desc: Political Candidate
 Estimate: _____
 Flight Dates: 10/19/20 - 10/25/20
 Original Date / Rev: 10/14/20 / 10/14/20
 Order Type: GENERAL

Primary AE: Thelma Abril - 5807
 Sales Office: L-LV
 Sales Region: LOCAL

Agency
 Name: Ascend
 Buying Contact: _____
 Billing Contact: _____
5240 Tiger Cub Court
North Las Vegas, NV 89031

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

Advertiser
 Name: Evelyn Garcia Morales For Judge
 Demographic: HH
 Product Codes: Candidates
 Revenue Code 1: AGY
 Revenue Code 2: GEN
 Revenue Code 3: POL

New Business Thru: _____
 Advertiser External ID: 0012R00002Bij1y
 Agency External ID: 0012R000028t2OyQAI
 Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/23/20	13	\$1,000.00	\$850.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	13	\$1,000.00	\$850.00	0.00
Totals	13	\$1,000.00	\$850.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Thelma Abril - 5807			Start Of Order - End Of Order	100%

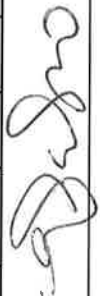
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KINC	10/19/20	10/25/20	M-F 7a-4p M-F 7a-4p	CM	7a-4p	MTWTF--	:30	11	\$90.00	P-01	0.00	NM	11	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	MTWTF--					11	\$90.00		0.00			
N 2	KINC	10/19/20	10/25/20	M-F 12xm-6a M-F 2xm-6a	CM	2:00 XM-6:00 XM (2:00 XM-6:00 XM)	MTWTF--	:30	2	\$5.00	P-01	0.00	NM	2	\$10.00
		<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	MTWTF--					2	\$5.00		0.00			
													Totals	13	\$1,000.00



Acct. Exec: Thelma Abril
 Phone #: 702-507-1013
 Email: tabril@entravision.com

Market: LAS VEGAS [39]
 Station: KINC
 Schedule Date: 10/19/2020 - 10/25/2020
 Agency: Desde Nevada
 Buyer: Emilia Pablo
 Spot Length(s): :30
 Book: August 2020 LiveSD
 Report: Planner

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at www.entravision.com/termsandconditions, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

Station	Program Name	Time	Len	OC	Spots	Rtg	Shr	CPP	GRPs	Total \$
Demo: DMA P25-54 D.RTG Book: August 2020 LiveSD										
KINC	DAYTIME ROTATOR	Mo-Fr 7:00a-4:00p	:30	11	11	0.4	2.4	\$225.00	4.4	\$990.00
KINC	OVERNIGHTS	Mo-Fr 2:00a-6:00a	:30	2	2	0.0	0.5	\$0.00	0.0	\$10.00
KINC	TOTALS:			13	13			\$227.27	4.4	\$1,000.00
Cost \$1,000.00 Agency Commission @ 15% \$150.00 Net Cost \$850.00										
Approved by: 										Date: 10/13/20



Market: LAS VEGAS [39]
 Station: KINC
 Schedule Date: 10/19/2020 - 10/25/2020
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 Spot Length(s): :30
 Book: August 2020 LiveSD
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Acct. Exec: Thelma Abril
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Demo: DMA P25-54 D.000 Book: August 2020 LiveSD

Station	Program Name	Time	Len	OC	Spots	(000)	Shr	CPM	IMPs	Total \$
KINC	DAYTIME ROTATOR	Mo-Fr 7:00a-4:00p	:30	11	11	2.8	2.4	\$32.14	30.8	\$990.00
KINC	OVERNIGHTS	Mo-Fr 2:00a-6:00a	:30	2	2	0.3	0.5	\$16.67	0.6	\$10.00
KINC	TOTALS:			13	13			\$31.85	31.4	\$1,000.00
Cost \$1,000.00 Agency Commission @ 15% \$150.00 Net Cost \$850.00										

Approved by: _____ Date: _____

Station	Spots	CPM	GRP	Reach	Freq	Total \$
KINC	13	\$31.85	\$227.27	4.4	2.0	\$1,000.00

General Summary (DMA P25-54 D.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	3+ Reach	CPP	CPM	Net Reach	Population
KINC	13	\$1,000.00	4.4	31.4	2.0	0.9	\$227.27	\$31.85	15,403	787,477

Week Summary (DMA P25-54 D.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	Reach	f/freq	CPP	CPM	Acc Reach	Acc Freq
10/19/2020	13	100%	\$1,000.00	100%	4.4	100%	31.4	2.0	2.2	\$227.27	\$31.85	2.0	2.2

ORDER



Orders
 Order / Rev: 554382B
 Alt Order #: _____
 Product Desc: Political Candidate
 Estimate: _____
 Flight Dates: 10/15/20 - 11/01/20
 Original Date / Rev: 10/14/20 / 10/14/20
 Order Type: GENERAL

KQRT-FM
 Primary AE: Thelma Abril - 5807
 Sales Office: L-LV
 Sales Region: LOCAL

Agency
 Name: Ascend
 Buying Contact: _____
 Billing Contact: _____
5240 Tiger Cub Court
North Las Vegas, NV 89031

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

Advertiser
 Name: Evelyn Garcia Morales For Judge
 Demographic: HH
 Product Codes: Candidates
 Revenue Code 1: AGY
 Revenue Code 2: GEN
 Revenue Code 3: POL

New Business Thru: _____
 Advertiser External ID: 0012R00002Bij1y
 Agency External ID: 0012R000028t2OyQAI
 Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	26	\$660.00	\$561.00
10/26/20	10/31/20	13	\$330.00	\$280.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	26	\$660.00	\$561.00	0.00
November 2020	13	\$330.00	\$280.50	0.00
Totals	39	\$990.00	\$841.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Thelma Abril - 5807			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	KQRT	10/15/20	11/01/20	M-F 6a-10a M-F 6a-10a	CM	6a-10a	MTWTF--	:30	2	\$15.00	P-04	0.00	NM	6	\$90.00
		<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	---TF--		2				\$15.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--		2				\$15.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		2				\$15.00		0.00			
N 2	KQRT	10/15/20	11/01/20	M-F 10a-3p M-F 10a-3p	CM	10a-3p	MTWTF--	:30	3	\$20.00	P-04	0.00	NM	9	\$180.00
		<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	---TF--		3				\$20.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--		3				\$20.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		3				\$20.00		0.00			
N 3	KQRT	10/15/20	11/01/20	M-F 3p-7p M-F 3p-7p	CM	3p-7p	MTWTF--	:30	6	\$35.00	P-04	0.00	NM	18	\$630.00
		<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	---TF--		6				\$35.00		0.00			
		Week: 10/19/20	10/25/20	MTWTF--		6				\$35.00		0.00			
		Week: 10/26/20	11/01/20	MTWTF--		6				\$35.00		0.00			
N 4	KQRT	10/15/20	11/01/20	Sa 10a-3p Sa 10a-3p	CM	10a-3p	-----S-	:30	2	\$15.00	P-04	0.00	NM	6	\$90.00
		<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	-----S-		2				\$15.00		0.00			

Order / Rev: 554382B
 Alt Order #:
 Flight Dates: 10/15/20 - 11/01/20

Advertiser: Evelyn Garcia Morales For Judge
 Product Desc: Political Candidate
 Estimate:
KQRT-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: 10/19/20	10/25/20	-----S-	2	\$15.00	0.00								
		Week: 10/26/20	11/01/20	-----S-	2	\$15.00	0.00								
Totals													39	\$990.00	

From: Thelma Abril
 Phone: (702) 507-1013
 Email: tabrill@entravision.com
 10/6/2020 7:28 PM

Flight Dates: 10/12/2020 - 11/01/2020
 Demo: P 25-54 Ethnic = Hispanic/All

Radio Market: LAS VEGAS
 Survey: SEP20
 Geography: Metro

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs
Radio Total		39		\$25.38	\$990.00	0.5%	\$50.77	19.5	100%	100%	11.1%	35,600	1.8	63,900
KQRT-FM		39		\$25.38	\$990.00	0.5%	\$50.77	19.5	100%	100%	11.1%	35,600	1.8	63,900
Flight A - 3 wks (10/12, 10/19, 10/26)														
One Week Total		39		\$25.38	\$990.00	0.5%	\$50.77	19.5	100%	100%	11.1%	35,600	1.8	63,900
		13		\$25.38	\$330.00	0.5%	\$50.77	6.5	33%	33%	4.7%	15,200	1.4	21,300
	M-F 6A-10A	2	30	\$15.00	\$30.00	0.2%	\$75.00	0.4	6%	9%	0.4%	1,300	1.1	1,400
	M-F 10A-3P	3	30	\$20.00	\$60.00	0.3%	\$66.67	0.9	14%	18%	0.9%	3,000	1.1	3,300
	M-F 3P-7P	6	30	\$35.00	\$210.00	0.7%	\$50.00	4.2	65%	64%	3.0%	9,600	1.4	13,200
	Sa 10A-3P	2	30	\$15.00	\$30.00	0.5%	\$30.00	1.0	15%	9%	0.9%	3,000	1.1	3,400


The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: LAS VEGAS; SEP20; Metro; Multiple Dayparts Used; P 25-54; Socioeconomic Criteria Used; See Detailed Sourcing Page for Complete Details.
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From: Thelma Abril
 Phone: (702) 507-1013
 Email: tabrill@entravision.com
 10/6/2020 7:28 PM

Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls	CPM
Radio Total	39	\$25.38	\$990.00	0.5%	\$50.77	19.5	100%	100%	11.1%	35,600	1.8	63,900	\$15.86
KORT-FM	39	\$25.38	\$990.00	0.5%	\$50.77	19.5	100%	100%	11.1%	35,600	1.8	63,900	\$15.86

Accepted by Station:  Date: 10-13-20

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: LAS VEGAS; SEP20; Metro; Multiple Dayparts Used; P 25-54; Socioeconomic Criteria Used; See Detailed Sourcing Page for Complete Details.
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Detailed Sourcing Summary

Radio Market: LAS VEGAS
 Survey: Nielsen Radio September 2020
 Geography: Metro
 Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Socioeconomic	Population		Intab	
		Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 25-54 (Primary)	Ethnic = Hispanic/All	321,600	3,216,000	176	157

Stations: User Selected
 Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area. Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one panelist.

PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Subscription Website: <http://description.nielsen.com>
 Rating Reliability Estimator: <https://re.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you. <https://ebook.nielsen.com/secure/PE6/2020SEP/0257/odfs/SpecialNotices.pdf>

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CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Emilia Bazan, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE	<input type="checkbox"/> FEDERAL CANDIDATE
	<input checked="" type="checkbox"/> STATE OR LOCAL CANDIDATE

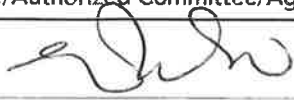
ALL QUESTIONS/BLOCKS MUST BE COMPLETED	
Candidate name:	<u>Evelyn Garcia Morales</u>
Authorized committee:	
Agency requesting time (and contact information):	<input checked="" type="checkbox"/> N/A
Candidate's political party:	<u>N/A</u>
Office sought (no acronyms or abbreviations):	<u>CCSD Board of Trustee, District C</u>
Date of election:	<u>Nov. 3, 2020</u> <input checked="" type="checkbox"/> General <input type="checkbox"/> Primary
Treasurer of candidate's authorized committee:	<u>N/A</u>
The undersigned represents that:	
(1) the payment for the broadcast time requested has been furnished by (check one box below):	
<input checked="" type="checkbox"/> the candidate listed above who is a legally qualified candidate, or	
<input type="checkbox"/> 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: <u>Emilia Bazan, Ascend Media</u>	Name:
Date of Request to Purchase Ad Time: <u>10/13/20</u>	Date of Station Agreement to Sell Time:

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:

Emilla Bazan

Date:

10/13/20

TO BE COMPLETED BY STATION ONLY

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

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 #:	Station Call Letters:	Date Received/Requested: _____
Est. #:	Station Location:	Run Start and End Dates:

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.

KINC TV KELV TV KQRT FM KRR
500 Pilot Rd Ste D
Las Vegas, NV 89119
702-434-0015

Date: 10/14/2020 Time: 11:29:AM:PST

Trans Type: Sale
Customer ID: ascend media
Transaction #: 1626493585
Name: emilia bazan
Account: 2187
Exp Date: ****
Card Type: VISA
Street: 5240 liger cub ct
Zip: 89031
Entry: Manual
Invoice #: 554382a b
PO #: 0
AuthCode: 047171
Result: APPROVED
Message: AUTH TKT 047171

Description _____

Amount: 1691.50

Tip Amt: _____

Total Amt: _____

I Agree to Pay Above Total
Amount According to Card
Issuer Agreement (Merchant
Agreement if Credit Voucher)

Signature X _____

Merchant Copy