

# ORDER



**Orders**  
**Order / Rev:** 554737  
**Alt Order #:**  
**Product Desc:** Political  
**Estimate:**  
**Flight Dates:** 05/29/20 - 11/01/20  
**Original Date / Rev:** 10/15/20 / 10/15/20  
**Order Type:** GENERAL

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

**Agency**  
**Name:** HCI Advertising/Hispana Communicac  
**Buying Contact:**  
**Billing Contact:**  
 5725 South Valley View Boulevard  
 Las Vegas, NV 89118

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

**Advertiser**  
**Name:** Mark Newburn District 4  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:** 0012R00002A6xNMQAZ  
**Unit Code:** General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/28/20   | 10/25/20 | 26      | \$510.00     | \$433.50   |
| 10/26/20   | 10/31/20 | 26      | \$510.00     | \$433.50   |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount      | Rating      |
|---------------|-----------|-------------------|-----------------|-------------|
| October 2020  | 26        | \$510.00          | \$433.50        | 0.00        |
| November 2020 | 26        | \$510.00          | \$433.50        | 0.00        |
| <b>Totals</b> | <b>52</b> | <b>\$1,020.00</b> | <b>\$867.00</b> | <b>0.00</b> |

**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 | 10/19/20          | 11/01/20        | M-F 6a-10a<br>M-F 6a-10a | CM    | 6a-10a         | MTWTF-- | :30 | 5                 | \$15.00     | P-01 | 0.00          | NM   | 10    | \$150.00 |
|     |      | <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--                  |       |                |         |     | 5                 | \$15.00     |      | 0.00          |      |       |          |
|     |      | Week: 10/26/20    | 11/01/20        | MTWTF--                  |       |                |         |     | 5                 | \$15.00     |      | 0.00          |      |       |          |
| N 2 | KQRT | 10/19/20          | 11/01/20        | M-F 10a-3p<br>M-F 10a-3p | CM    | 10a-3p         | MTWTF-- | :30 | 5                 | \$15.00     | P-01 | 0.00          | NM   | 10    | \$150.00 |
|     |      | <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--                  |       |                |         |     | 5                 | \$15.00     |      | 0.00          |      |       |          |
|     |      | Week: 10/26/20    | 11/01/20        | MTWTF--                  |       |                |         |     | 5                 | \$15.00     |      | 0.00          |      |       |          |
| N 3 | KQRT | 10/19/20          | 11/01/20        | M-F 3p-7p<br>M-F 3p-7p   | CM    | 3p-7p          | MTWTF-- | :30 | 6                 | \$35.00     | P-01 | 0.00          | NM   | 12    | \$420.00 |
|     |      | <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--                  |       |                |         |     | 6                 | \$35.00     |      | 0.00          |      |       |          |
|     |      | Week: 10/26/20    | 11/01/20        | MTWTF--                  |       |                |         |     | 6                 | \$35.00     |      | 0.00          |      |       |          |
| N 4 | KQRT | 10/19/20          | 11/01/20        | Sa 6a-10a<br>Sa 6a-10a   | CM    | 6a-10a         | -----S- | :30 | 5                 | \$15.00     | P-01 | 0.00          | NM   | 10    | \$150.00 |
|     |      | <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        | -----S-                  |       |                |         |     | 5                 | \$15.00     |      | 0.00          |      |       |          |
|     |      | Week: 10/26/20    | 11/01/20        | -----S-                  |       |                |         |     | 5                 | \$15.00     |      | 0.00          |      |       |          |
| N 5 | KQRT | 10/19/20          | 11/01/20        |                          | CM    | 10a-3p         | -----S- | :30 | 5                 | \$15.00     | P-01 | 0.00          | NM   | 10    | \$150.00 |

Order / Rev: 554737  
 Alt Order #:  
 Flight Dates: 05/29/20 - 11/01/20

Advertiser: Mark Newburn District 4  
 Product Desc: Political  
 Estimate:  
 KQRT-FM

| Ln | Ch | Start             | End             | Inventory Code  | Break | Start/End Time | Days | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount     |
|----|----|-------------------|-----------------|-----------------|-------|----------------|------|-----|-------------------|-------------|-----|---------------|--------|-------|------------|
|    |    |                   |                 | Sa 10a-3p       |       |                |      |     |                   |             |     |               |        |       |            |
|    |    |                   |                 | Sa 10a-3p       |       |                |      |     |                   |             |     |               |        |       |            |
|    |    | <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-         |       |                |      |     | 5                 | \$15.00     |     | 0.00          |        |       |            |
|    |    | Week: 10/26/20    | 11/01/20        | -----S-         |       |                |      |     | 5                 | \$15.00     |     | 0.00          |        |       |            |
|    |    |                   |                 |                 |       |                |      |     |                   |             |     |               | Totals | 52    | \$1,020.00 |

From: Theima Abril  
 Phone: (702) 507-1013  
 Email: tabril@entravision.com  
 10/15/2020 3:08 PM

Flight Dates: 10/19/2020 - 11/01/2020  
 Demo: P 18-49 Ethnic = Hispanic/All

Radio Market: LAS VEGAS  
 Survey: SEP20  
 Geography: Metro

| Radio Total                     | Daypart    | Daypart Code | Spots     | Length | Unit Rate      | Total Cost        | Average Rating | CPP            | GRPs        | % of GRPs   | % of Total Cost | % Reach     | Net Reach     | Frequency  | GIs           |
|---------------------------------|------------|--------------|-----------|--------|----------------|-------------------|----------------|----------------|-------------|-------------|-----------------|-------------|---------------|------------|---------------|
| <b>Radio Total</b>              |            |              | <b>52</b> |        | <b>\$19.62</b> | <b>\$1,020.00</b> | <b>0.4%</b>    | <b>\$56.67</b> | <b>18.0</b> | <b>100%</b> | <b>100%</b>     | <b>9.1%</b> | <b>33,600</b> | <b>2.0</b> | <b>66,400</b> |
| <b>KQRT-FM</b>                  |            |              | <b>52</b> |        | <b>\$19.62</b> | <b>\$1,020.00</b> | <b>0.4%</b>    | <b>\$56.67</b> | <b>18.0</b> | <b>100%</b> | <b>100%</b>     | <b>9.1%</b> | <b>33,600</b> | <b>2.0</b> | <b>66,400</b> |
| Flight A - 2 wks (10/19, 10/26) |            |              |           |        |                |                   |                |                |             |             |                 |             |               |            |               |
| One Week Total                  |            |              | 52        |        | \$19.62        | \$1,020.00        | 0.4%           | \$56.67        | 18.0        | 100%        | 100%            | 9.1%        | 33,600        | 2.0        | 66,400        |
|                                 |            |              | 26        |        | \$19.62        | \$510.00          | 0.4%           | \$56.67        | 9.0         | 50%         | 50%             | 5.5%        | 20,300        | 1.6        | 33,200        |
|                                 | M-F 6A-10A | AM           | 5         | 30     | \$15.00        | \$75.00           | 0.2%           | \$75.00        | 1.0         | 11%         | 15%             | 0.9%        | 3,200         | 1.1        | 3,500         |
|                                 | M-F 10A-3P | MD           | 5         | 30     | \$15.00        | \$75.00           | 0.2%           | \$75.00        | 1.0         | 11%         | 15%             | 1.1%        | 4,100         | 1.1        | 4,500         |
|                                 | M-F 3P-7P  | PM           | 6         | 30     | \$35.00        | \$210.00          | 0.5%           | \$70.00        | 3.0         | 33%         | 41%             | 2.2%        | 8,000         | 1.3        | 10,200        |
|                                 | Sa 6A-10A  | SA1          | 5         | 30     | \$15.00        | \$75.00           | 0.3%           | \$50.00        | 1.5         | 17%         | 15%             | 1.0%        | 3,600         | 1.7        | 6,000         |
|                                 | Sa 10A-3P  | SA2          | 5         | 30     | \$15.00        | \$75.00           | 0.5%           | \$30.00        | 2.5         | 28%         | 15%             | 1.6%        | 5,700         | 1.6        | 9,000         |

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 18-49; Socioeconomic Criteria Used; See Detailed Sourcing Page for Complete Details.  
 Copyright © 2020 The Nielsen Company. All rights reserved.



HCI / MARK NEWBURN

**TAPSCAN**

From: Thelma Abril  
 Phone: (702) 507-1013  
 Email: tabril@entravision.com  
 10/15/2020 3:08 PM

**Schedule Grand Totals: 2 Weeks**

| Stations    | Spots | Unit Rate | Total Cost | Average Rating | CPP     | GRPs | % of GRPs | % of Total Cost | % Reach | Net Reach | Frequency | Gls    | CPM     |
|-------------|-------|-----------|------------|----------------|---------|------|-----------|-----------------|---------|-----------|-----------|--------|---------|
| Radio Total | 52    | \$19.62   | \$1,020.00 | 0.4%           | \$56.67 | 18.0 | 100%      | 100%            | 9.1%    | 33,600    | 2.0       | 66,400 | \$15.09 |
| KQRT-FM     | 52    | \$19.62   | \$1,020.00 | 0.4%           | \$56.67 | 18.0 | 100%      | 100%            | 9.1%    | 33,600    | 2.0       | 66,400 | \$15.09 |

Accepted by Station \_\_\_\_\_ Date \_\_\_\_\_

*Gloria Castro*

Accepted by Client \_\_\_\_\_ Date **10/15/2020**

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 18-48; Socioeconomic Criteria Used; See Detailed Sourcing Page for Complete Details.  
 Copyright © 2020 The Nielsen Company. All rights reserved.



# 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 18-49 (Primary) | Ethnic = Hispanic/All | 367,700    | 367,700    | 184       | 159        |

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](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.

Ascription Website: <http://ascription.nielsen.com>  
 Rating Reliability Estimator: <https://rrr.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/PE/2020SEP/0257/notes/SpecialNotices.pdf>

Report Copyright 2008 Nielsen. Software Copyright 2008-2020 Nielsen. Nielsen Radio Data Copyright 2020 Nielsen. All rights reserved. For use pursuant to a license from The Nielsen Company. Subject to the limitations and qualifications disclosed in the data and reports.

TAPSCAN is a mark of TAPSCAN Inc. used under license. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C.  
 Copyright © 2020 The Nielsen Company. All rights reserved.



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

Date: 10/15/2020 Time: 3:06:PM:PST

Trans Type: Sale  
Customer ID: HCI adv:

Transaction #: 1627005702  
Name: gloria castro  
Account: 3394  
Exp Date: \*\*\*\*  
Card Type: VISA  
Street: 5725 s valley view blvd  
Zip: 89118  
Entry: Manual  
Invoice #: 554737  
AuthCode: 007902  
Result: APPROVED  
Message: AUTH TKT 007902

Description \_\_\_\_\_

Amount: 867.00

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

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

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

I, Mark Newburn, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Mark Newburn

Authorized committee:

Mark Newburn For Education

Agency requesting time (and contact information):

N/A HCI

Candidate's political party:

Office is Nonpartisan

Office sought (no acronyms or abbreviations):

Nevada State Board of Education - District 4

Date of election:

Nov 3rd 2020

General

Primary

Treasurer of candidate's authorized committee:

Robert Mark Newburn

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: <br><small>Mark Newburn {Oct 15, 2020 12:57 PDT}</small> | Signature:                              |
| Name: <b>Mark Newburn</b>  | Name:                                   |
| Date of Request to Purchase Ad Time: <b>Oct 15, 2020</b>   | 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:



Mark Newburn {Oct 15, 2020 12:57 PDT}

Name: **Mark Newburn**

Date: Oct 15, 2020

**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.



**Signature:** *Juanita Coulson-Newburn*

Juanita Coulson-Newburn Oct 25, 2020 1:1:03 PM

**Email:** [janiecoulson@yahoo.com](mailto:janiecoulson@yahoo.com)