

ORDER



Orders

Order / Rev: 267220

Alt Order #: 00085757

Product Desc: D/PRESIDENT

Estimate: 0110

Flight Dates: 01/01/20 - 01/10/20

Original Date / Rev: 12/30/19 / 01/08/20

Order Type: GENERAL

KMAX-TV

Primary AE: Todd Berry

Sales Office: CTSP

Sales Region: National

Agency

Name: Assembly Media

Buying Contact:

Billing Contact:

711 3rd Ave Fl 3

New York, NY 10017-9214

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Mike Bloomberg 2020

Demographic: HH

Product Codes: President - Candidate Federal

Revenue Code 1: AGENCY

Revenue Code 2: POL

Revenue Code 3: CAN

New Business Thru:

Advertiser External ID: 511278

Agency External ID: 100012

Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/30/19	01/10/20	49	\$51,000.00	\$43,350.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2020	49	\$51,000.00	\$43,350.00	0.00
Totals	49	\$51,000.00	\$43,350.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Todd Berry			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMAX-TV	5%	\$51,000.00
Market	100%	\$1,020,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	42%	\$428,400.00
KCSO	0%	\$0.00
KEZT	0%	\$0.00
KMUM	0%	\$0.00
KOVR	23%	\$234,600.00
KQCA	0%	\$0.00
KRJR	0%	\$0.00
KSPX	0%	\$0.00
KSTV	0%	\$0.00
KTFK	0%	\$0.00
KTXL	9%	\$91,800.00
KUVS	0%	\$0.00
KVIE	0%	\$0.00
KXTV	21%	\$214,200.00
NCRA	0%	\$0.00
NQCA	0%	\$0.00

RVIE 0% \$0.00
UNKWN 0% \$0.00

Print Date: 01/09/20 09:23:47 Page 2 of 3

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KMAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMAX	01/06/20	01/08/20	Good Day Week M-F 5aCM Good Day Week M-F 5a-10a/Sa(7:00 AM-9:00 AM)		7:00 AM-9:00 AM	MTW----	1:00	3	\$1,000.00	P20	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/06/20	01/12/20	MTW----		3				\$1,000.00		0.00			
N 2	KMAX	01/06/20	01/08/20	M-F 530p-6p M-F 530p-6p	CM	528p-6p	MTW----	1:00	3	\$900.00	P20	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/06/20	01/12/20	MTW----		3				\$900.00		0.00			
N 3	KMAX	01/06/20	01/08/20	M-F 6p-630p M-F 6p-630p	CM	558p-630p	MTW----	1:00	3	\$900.00	P20	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/06/20	01/12/20	MTW----		3				\$900.00		0.00			
N 4	KMAX	01/06/20	01/08/20	M-F 630p-7p M-F 630p-7p	CM	M-F 630p-7p	MTW----	1:00	3	\$1,000.00	P20	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/06/20	01/12/20	MTW----		3				\$1,000.00		0.00			
N 5	KMAX	01/06/20	01/08/20	Prime Access M-F 1a Prime Access M-F 1a	CM	658p-730p	MTW----	1:00	3	\$1,200.00	P20	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/06/20	01/12/20	MTW----		3				\$1,200.00		0.00			
N 6	KMAX	01/06/20	01/08/20	Prime Access M-F 1b Prime Access M-F 1b	CM	728p-8p	MTW----	1:00	3	\$1,200.00	P20	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/06/20	01/12/20	MTW----		3				\$1,200.00		0.00			
N 7	KMAX	01/01/20	01/05/20	Good Day Week M-F 5aCM Good Day Week M-F 5a-10a/Sa(7:00 AM-9:00 AM)		7:00 AM-9:00 AM	--WTF--	1:00	3	\$1,000.00	P20	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/30/19	01/05/20	--WTF--		3				\$1,000.00		0.00			
N 8	KMAX	01/01/20	01/05/20	M-F 530p-6p M-F 530p-6p	CM	528p-6p	--WTF--	1:00	3	\$900.00	P20	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/30/19	01/05/20	--WTF--		3				\$900.00		0.00			
N 9	KMAX	01/01/20	01/05/20	M-F 6p-630p M-F 6p-630p	CM	558p-630p	--WTF--	1:00	3	\$900.00	P20	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/30/19	01/05/20	--WTF--		3				\$900.00		0.00			
N 10	KMAX	01/01/20	01/05/20	M-F 630p-7p M-F 630p-7p	CM	M-F 630p-7p	--WTF--	1:00	3	\$1,000.00	P20	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/30/19	01/05/20	--WTF--		3				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMAX	12/30/19-01/05/20	M-F 630p-7p		M-F 630p-7p	--WThF----	1:00		(\$1,000.00)		0.00	NM		
		See MG 10.4													
	4	KMAX	01/02/20-01/02/20	M-F Early News 630pm		630p-7p	---Th-----	1:00		\$1,000.00		0.00	NM		
		Ⓜ MG for 10.1 01/02 [Early News 6:30p]													
N 11	KMAX	01/01/20	01/05/20	Prime Access M-F 1a Prime Access M-F 1a	CM	658p-730p	--WTF--	1:00	3	\$1,200.00	P20	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/30/19	01/05/20	--WTF--		3				\$1,200.00		0.00			
N 12	KMAX	01/01/20	01/05/20	Prime Access M-F 1b Prime Access M-F 1b	CM	728p-8p	--WTF--	1:00	3	\$1,200.00	P20	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/30/19	01/05/20	--WTF--		3				\$1,200.00		0.00			
N 13	KMAX	01/01/20	01/05/20	Good Day Weekend Sa/Su Good Day Weekend SA/Su	CM	6:58 AM-9:00 AM (6:58 AM-9:00 AM)	-----S-	1:00	1	\$1,000.00	P20	0.00	NM	1	\$1,000.00

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KMAX-TV

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: 12/30/19		01/05/20		-----S-		1				\$1,000.00		0.00			
N14	KMAX	01/01/20	01/05/20	Good Day Weekend Sa/Su	CM	9:00 AM-10:00 AM	-----S-	1:00	1	\$1,000.00	P20	0.00	NM	1	\$1,000.00
				Good Day Weekend SA/Su		(9:00 AM-10:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 12/30/19		01/05/20		-----S-		1				\$1,000.00		0.00			
N15	KMAX	01/01/20	01/05/20	Good Day Weekend Sa/Su	CM	10:00 AM-11:00 AM	-----S-	1:00	1	\$1,000.00	P20	0.00	NM	1	\$1,000.00
				Good Day Weekend SA/Su		(10:00 AM-11:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 12/30/19		01/05/20		-----S-		1				\$1,000.00		0.00			
N16	KMAX	01/01/20	01/05/20	Good Day Weekend Sa/Su	CM	7:00 AM-9:00 AM	-----S	1:00	1	\$1,000.00	P20	0.00	NM	1	\$1,000.00
				Good Day Weekend SA/Su		(7:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 12/30/19		01/05/20		-----S		1				\$1,000.00		0.00			
N17	KMAX	01/01/20	01/05/20	Good Day Weekend Sa/Su	CM	9:00 AM-10:00 AM	-----S	1:00	1	\$1,000.00	P20	0.00	NM	1	\$1,000.00
				Good Day Weekend SA/Su		(9:00 AM-10:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 12/30/19		01/05/20		-----S		1				\$1,000.00		0.00			
N18	KMAX	01/01/20	01/05/20	Good Day Weekend Sa/Su	CM	10:00 AM-11:00 AM	-----S	1:00	1	\$1,000.00	P20	0.00	NM	1	\$1,000.00
				Good Day Weekend SA/Su		(10:00 AM-11:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 12/30/19		01/05/20		-----S		1				\$1,000.00		0.00			
N19	KMAX	01/09/20	01/10/20	Good Day Week M-F 5a-7a	CM	7:00 AM-9:00 AM	---TF--	1:00	3	\$1,000.00	P20	0.00	NM	3	\$3,000.00
				Good Day Week M-F 5a-10a/Sa		(7:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 01/06/20		01/12/20		---TF--		3				\$1,000.00		0.00			
N20	KMAX	01/09/20	01/10/20	Prime Access M-F 1a	CM	658p-730p	---TF--	1:00	2	\$1,200.00	P20	0.00	NM	2	\$2,400.00
				Prime Access M-F 1a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 01/06/20		01/12/20		---TF--		2				\$1,200.00		0.00			
N21	KMAX	01/09/20	01/10/20	Prime Access M-F 1b	CM	728p-8p	---TF--	1:00	2	\$1,200.00	P20	0.00	NM	2	\$2,400.00
				Prime Access M-F 1b											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 01/06/20		01/12/20		---TF--		2				\$1,200.00		0.00			
													Totals	49	\$51,000.00

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

Station and Location:	Date:
KQVR/KMAX-TV, Sacramento, California	1/9/2020

I, Catherine Warburton,

being/on behalf of: Bloomberg, Michael,

a legally qualified candidate of the Democratic

political party for the office of: President

in the Primary

election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Please refer to station schedule				

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Mike Bloomberg 2020, Inc.

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Hayden Horowitz

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

11/21/19

Date

Catherine Warburton

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

[Signature]

Signature

Allison Maiman

Printed Name

Sales Manager

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Catherine Warburton

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **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.

☒ the **television** programming 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.



signature of candidate or authorized committee

Catherine Warburton

printed name

11/21/19

date

AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)**

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

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.