

CONTRACT
www.koat.com

KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u> 1947330 /		<u>Alt Order #</u> 09682513
<u>Advertiser</u> America First Policies		<u>Original Date / Revision</u> 12/05/19 / 12/05/19
<u>Contract Dates</u> 12/03/19 - 12/09/19	<u>Estimate #</u> D3NM02 / AMER FIRST	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 149.00
<u>Agv Code</u> 9915589	<u>Advertiser Code</u> AMFPI	<u>Product 1/2</u> ORDR
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Del Cielo Media
Attention: Fran Berg
1427 Leslie Ave
Suite 102
Alexandria, VA 22301

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 13	KOAT	12/04/19	12/04/19	Good Morning America	7-9a		:30			P-5		NM	1	\$500.00
Class of Time - Pre-emptible with notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	--1----				1	\$500.00		4.30			
	<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	KOAT	12/02/19-12/08/19	Good Morning America	7-9a	---W-----	:30		\$500.00	4.30	NM			
See MG 13.2														
	2	KOAT	12/06/19-12/08/19	Good Morning America	7-9a	-----F----	:30		\$500.00	4.30	NM			
Ⓜ MG for 13.1 12/04														
N 16	KOAT	12/09/19	12/09/19	Good Morning America	7-9a		:30			P-5		NM	1	\$500.00
Class of Time - Pre-emptible with notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/09/19	12/15/19	1-----				1	\$500.00		4.30			
N 43	KOAT	12/06/19	12/06/19	6a A7N More In The A	6-7a		:30			P-5		NM	1	\$500.00
Class of Time - Pre-emptible with notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	----1--				1	\$500.00		3.20			
N 44	KOAT	12/07/19	12/07/19	Action 7 News @ 10p	10-1030p		:30			P-6		NM	1	\$275.00
Class of Time- Immediately Pre-emptible No Makegood Required														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-----S-				1	\$275.00		0.00			
N 45	KOAT	12/08/19	12/08/19	Action 7 News @ 5p	S5-530p		:30			P-6		NM	1	\$225.00
Class of Time- Immediately Pre-emptible No Makegood Required														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-----S				1	\$225.00		0.00			
N 46	KOAT	12/08/19	12/08/19	Sun 10a-1030a	Sun 10a-1030a		:30			P-6		NM	1	\$150.00
Class of Time- Immediately Pre-emptible No Makegood Required														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

This contract is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: www.hearst.com/newsroom/hearst-television-advertising-sales

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, 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 or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast 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 or ethnicity.


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<u>Contract / Revision</u>	<u>Alt Order #</u>
1947330 /	09682513

<u>Advertiser</u>	<u>Original Date / Revision</u>
America First Policies	12/05/19 / 12/05/19

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
12/03/19 - 12/09/19	Issue	D3NM02 / AMER FIRST P

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	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:		12/02/19	12/08/19	-----S				1	\$150.00		0.00			
N 47	KOAT	12/08/19	12/08/19	Action 7 News @ 1030-11p			:30			P-6		NM	1	\$250.00
Class of Time- Immediately Pre-emptible No Makegood Required														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-----S				1	\$250.00		0.00			
N 48	KOAT	12/08/19	12/08/19	Su 11-1130p	Su 11-1130p		:30			P-6		NM	1	\$75.00
Class of Time- Immediately Pre-emptible No Makegood Required														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		12/02/19	12/08/19	-----S				1	\$75.00		0.00			
Totals											149.00		49	\$20,205.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
11/25/19 - 12/09/19	49	\$20,205.00	(\$3,030.75)	\$17,174.25
Totals	49	\$20,205.00	(\$3,030.75)	\$17,174.25

Signature: _____ **Date:** _____

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FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP DEC5/19 14.52
CHANGES *** KOAT-TV ***

REP. # _____ OFF. # _____ SALESMAN # _____

BUYER NAME	FRAN BERG
SALES PRSN	PH- MARY TRICOLTI

ALEXANDRIA, VA 22301

ORDER # _____ CONTRACT # 9682513

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	AMER FIRST POLICIES	EST#	*****	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES DEC3/19 DEC9/19 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			DEC5/19 14.52

REP: OK'D M3
SEE LINES 13 51
TOTAL \$20,205
PLEASE CONFIRM THANKS
SHAWN

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ELECTRONIC INVOICING
IDB # 1977
TWINVOICES ID: 9915589 OR TV15589

[illegible]

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AGENCY ADVERTISER CODE = AMFPI      AGENCY EST# = D3NM02
AGENCY PRODUCT CODE = ORDR
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13	S	700A-900A	30	\$500.00	12/4	12/4	0	WED	0
PROGRAM : GOOD MORNING AMERICA									
RA35+ : 4.3									
CON COM1: GOOD MORNING AMERICA									

REP HEADLINE# 9682513 TRF# 1947330
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES ** KOAT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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51	A		700A-900A	30		\$500.00	12/6	12/6	1		FRI	1
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PROGRAM : GOOD MORNING AMERICA
 RA35+ : 4.3
 ORD COM1: SPOT WAS PRE'D DUE TO SPEC REPORT. PLS RESOLVE ASAP
 THIS IS A MAKE-GOOD FOR DEC4 ON LINE-13 FOR 1 SPOT/WK
 STATION MAKEGOOD OFFERS:
 M3 OK'D BUY#13 MISSED:WED/700A-900A DEC4 30S \$500.00 (DEC5/19)
 OFFER:FRI/700A-900A DEC6 30S \$500.00 PLS ADVISE.
 CMT:SPOT WAS PRE'D DUE TO SPEC REPORT. PLS RESOLVE ASAP

DEC/19 20205.00

CONTRACT TOTAL 20205.00
 TOTAL SPOTS 49

MARKET TOTALS \$66,892 KOAT 28% KRQE 32% KOB 25% KWBQ 0% KASA 15% KASY 0% CABL 0%
 KLWZ 0% KTFQ 0% KRTN 0% KTEL 0% NRQE 0% OCAT 0%

APPROX SHRS FROM BUYER

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 9682513 TRF# 1947330 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 2: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION DEC5/19 11.33
*** KOAT-TV ***

ADV # _____ ADV. NAME ISS/AMERICA FIRST POLICIES REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME DEL CIELO MEDIA BUYER NAME FRAN BERG
1427 LESLIE AVE, SUITE #102 SALES PRSN PH- MARY TRICOLI
ALEXANDRIA, VA 22301
ORDER # _____ CONTRACT # 9682513 CLASS: NATL. LOCAL REGIONAL
PRDCT AMER FIRST POLICIES EST# ***** COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES DEC3/19 DEC9/19 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE DEC5/19 11.33

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CON CM ELECTRONIC INVOICING
IDB # 1977
TVINVOICES ID: 9915589 OR TV15589

STATION MAKEGOOD OFFERS:
M3 UNRESL BUY#13 MISSED: WED/700A-900A DEC4 30S \$500.00 (DEC5/19)
OFFER: FRI/700A-900A DEC6 30S \$500.00 PLS ADVISE.
CMT: SPOT WAS PRE'D DUE TO SPEC REPORT. PLS RESOLVE ASAP
CONTRACT TOTAL 20205.00
TOTAL SPOTS 49