

# CONTRACT



**Alpha Media**  
 3651 Pegasus Dr., Suite 107  
 Bakersfield, CA 93308  
 (661) 393-1900

<u>Contract / Revision</u> 153107 /		<u>Alt Order #</u>
<u>Product</u> POL 16 KAREN GOH FOR MAYOR		
<u>Contract Dates</u> 10/29/16 - 11/08/16		<u>Estimate #</u> GOH FOR MAYOR
<u>Advertiser</u> POL16/ KAREN GOH FOR MAYOR		<u>Original Date / Revision</u> 10/24/16 / 11/07/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KLLY-FM	<u>Account Executive</u> Robert DeSantiago	<u>Sales Office</u> Local-Bakersfield
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**WESTERN PACIFIC RESEARCH**  
 4900 CALIFORNIA AVE STE# 105B  
 BAKERSFIELD, CA 93309

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KLLY	10/31/16	11/01/16	Mo-Fr 6a-10a	6a-10a		1:00			NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	22-----				4	\$25.00			
N 2	KLLY	10/31/16	11/01/16	Mo-Fr 10a-3p	10a-3p		1:00			NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	22-----				4	\$25.00			
N 3	KLLY	10/31/16	11/01/16	Mo-Fr 3p-7p	3p-7p		1:00			NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	22-----				4	\$25.00			
N 4	KLLY	10/29/16	10/30/16	Sa-Su 6a-10a	6a-10a		1:00			NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	-----22				4	\$10.00			
N 5	KLLY	10/29/16	10/30/16	Sa-Su 10a-3p	10a-3p		1:00			NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	-----22				4	\$10.00			
N 6	KLLY	10/29/16	10/30/16	Sa-Su 3p-7p	3p-7p		1:00			NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	-----22				4	\$10.00			
N 7	KLLY	11/02/16	11/08/16	Mo-Fr 6a-10a	6a-10a		:30			NM	11	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	--222--				6	\$25.00			
Week:		11/07/16	11/13/16	23-----				5	\$25.00			
N 8	KLLY	11/02/16	11/08/16	Mo-Fr 10a-3p	10a-3p		:30			NM	12	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	--222--				6	\$25.00			
Week:		11/07/16	11/13/16	33-----				6	\$25.00			
N 9	KLLY	11/02/16	11/08/16	Mo-Fr 3p-7p	3p-7p		:30			NM	12	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	--222--				6	\$25.00			
Week:		11/07/16	11/13/16	33-----				6	\$25.00			
N 10	KLLY	11/05/16	11/06/16	Sa-Su 6a-10a	6a-10a		:30			NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----22				4	\$10.00			
N 11	KLLY	11/05/16	11/06/16	Sa-Su 10a-3p	10a-3p		:30			NM	4	\$40.00

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

Notwithstanding to whom invoices are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any invoices 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 any conditions contained in any contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with the above terms and conditions. Payment is required thirty (30) days from invoice date, unless Station, at its sole and absolute discretion, has determined that payment is to be made in advance of the broadcast/digital display or other performance under this Agreement.



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<u>Contract / Revision</u> 153107 /	<u>Alt Order #</u>
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<u>Contract Dates</u> 10/29/16 - 11/08/16	<u>Product</u> POL 16 KAREN GOH FOF	<u>Estimate #</u> GOH FOR MAYOR
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<u>Advertiser</u> POL16/ KAREN GOH FOF	<u>Original Date / Revision</u> 10/24/16 / 11/07/16
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----22				4	\$10.00			
N 12	KLLY	11/05/16	11/06/16	Sa-Su 3p-7p	3p-7p		:30			NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----22				4	\$10.00			
<b>Totals</b>											71	\$1,415.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	12	\$120.00	(\$18.00)	\$102.00
10/31/16 - 11/08/16	59	\$1,295.00	(\$194.25)	\$1,100.75
<b>Totals</b>	71	\$1,415.00	(\$212.25)	\$1,202.75

Signature:  Date: 11-7-16

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