

CONTRACT



KTXL-TV
4655 Fruitridge Road
Sacramento, CA 95820-5299
(916) 454-4422

<u>Contract / Revision</u> 625941 /		<u>Alt Order #</u> 7456770 WO 17335
<u>Product</u> YES ON 47		
<u>Contract Dates</u> 10/22/14 - 10/26/14		<u>Estimate #</u> 1615
<u>Advertiser</u> Yes on 47		<u>Original Date / Revision</u> 10/21/14 / 10/27/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTXL	<u>Account Executive</u> Tim Scanlan	<u>Sales Office</u> Telerep LA
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Sadler Strategic Media Inc
12103 Viewcrest Rd
Studio City, CA 91604

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	40	10/24/14	10/24/14	World Series on FOX	5p-8p World Series		:30				NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	----F--				1	\$30,000.00	0.00			
N 2	40	10/22/14	10/26/14	FOX40 News at 5p	5p-530p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--WTF--				2	\$600.00	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	40	10/20/14-10/26/14	FOX40 News at 5p	5p-530p	---WThF----	:30		\$600.00	0.00	NM		
	See MG 2.3												
	3	40	10/22/14-10/22/14	KTXL News Special	Various	---W-----	:30		\$600.00	0.00	NM		
	Ⓜ MG for 2.1 10/22 Moved to News Special												
N 3	40	10/22/14	10/26/14	FOX 40 Live @ 5a	5a-6a		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--WTF--				2	\$250.00	0.00			
N 4	40	10/22/14	10/26/14	FOX40 News at 530p	M-F 530p-6p		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--WTF--				2	\$650.00	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	40	10/20/14-10/26/14	FOX40 News at 530p	M-F 530p-6p	---WThF----	:30		\$650.00	0.00	NM		
	See MG 4.3												
	3	40	10/22/14-10/22/14	KTXL News Special	Various	---W-----	:30		\$650.00	0.00	NM		
	Ⓜ MG for 4.1 10/22 Moved to News Special												
N 5	40	10/22/14	10/26/14	FOX 40 Live @ 6a	6a-7a		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--WTF--				2	\$500.00	0.00			
N 6	40	10/22/14	10/26/14	FOX 40 Live @ 7a	7a-8a		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--WTF--				2	\$500.00	0.00			
N 7	40	10/22/14	10/26/14	FOX 40 Live @ 8a	8a-9a		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--WTF--				2	\$500.00	0.00			
N 8	40	10/22/14	10/26/14	M-Sun 10p-11p News	M-Sun 10p-11p		:30				NM	2	\$2,000.00

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

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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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4655 Fruitridge Road
Sacramento, CA 95820-5299
(916) 454-4422

Contract / Revision 625941 /	Alt Order # 7456770 WO 17335
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Contract Dates 10/22/14 - 10/26/14	Product YES ON 47	Estimate # 1615
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Advertiser Yes on 47	Original Date / Revision 10/21/14 / 10/27/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	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:		10/20/14	10/26/14	--WTFSS				2	\$1,000.00	0.00			
N 9	40	10/26/14	10/26/14	World Series on FOX	5-8p World Series		:30				NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----S				1	\$30,000.00	0.00			
Totals										0.00		16	\$68,000.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/26/14	16	\$68,000.00	\$57,800.00
Totals	16	\$68,000.00	\$57,800.00

Signature: _____ **Date:** _____

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