

**CONTRACT****KBFX**

**KBFX**  
**1901 Westwind Dr**  
**Bakersfield, CA 93301**  
**USA**  
**(661) 327-7955**

www.bakersfieldnow.com

<u>Contract / Revision</u> 1036496 /		<u>Alt Order #</u> 26220276
<u>Advertiser</u> <b>Family Farmers Working for a Better CA-R</b>		<u>Original Date / Revision</u> 10/25/18 / 10/25/18
<u>Contract Dates</u> 10/12/18 - 11/05/18	<u>Estimate #</u>	
<u>Product</u> <b>FAMILY FARMERS WORKI</b>		
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>KBFX</b>	<u>Account Executive</u> San Francisco Millen	<u>Sales Office</u> KATZ San Fran
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> GENERAL	
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 2872000		<u>Advertiser Ref</u> 2873000

And:

**Inception Marketing**  
**21 ORINDA WAY SUITE C310**  
**ORINDA, CA 94563-2530**  
**US**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KBFX	10/12/18	10/19/18	Eyewitness News 7a-9a	7:00 AM-9:00 AM		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/18	10/14/18	----F--				2	\$175.00			
	Week:	10/15/18	10/21/18	----F--				2	\$175.00			
N 2	KBFX	10/15/18	11/02/18	Eyewitness News 7a-8a	7:00 AM-8:00 AM		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	MTWTF--				1	\$175.00			
	Week:	10/22/18	10/28/18	-----				0	\$175.00			
	Week:	10/29/18	11/04/18	MTWTF--				1	\$175.00			
N 3	KBFX	10/20/18	11/03/18	FOX College Ftbll Early	4:30 PM-8:30 PM		:30			NM	1	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	-----S-				1	\$430.00			
	<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>Type</u>		
	1	KBFX	10/15/18-10/21/18	FOX College Ftbll Early	4:30 PM-8:30 PM	-----Sa--	:30		\$430.00	NM		
			<u>Credited</u>									
	Week:	10/22/18	10/28/18	-----				0	\$430.00			
	Week:	10/29/18	11/04/18	-----S-				1	\$430.00			
4	KBFX	10/18/18	10/18/18	FOX NFL Football Thursday	5:20 PM-8:30 PM		:30			NM	1	\$2,535.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	---T---				1	\$2,535.00			
5	KBFX	10/15/18	10/19/18	Hot Bench	2:00 PM-3:00 PM		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	MTWTF--				2	\$40.00			
N 6	KBFX	10/12/18	11/02/18	Eyewitness News at 12:30	12:30 PM-1:00 PM		:30			NM	4	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/18	10/14/18	----F--				1	\$105.00			
	Week:	10/15/18	10/21/18	----F--				1	\$105.00			
	Week:	10/22/18	10/28/18	-----				0	\$105.00			
	Week:	10/29/18	11/04/18	----F--				2	\$105.00			
7	KBFX	10/12/18	10/19/18	The Big Bang Theory	6:00 PM-7:00 PM		:30			NM	5	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/18	10/14/18	----F--				2	\$205.00			
	Week:	10/15/18	10/21/18	MTWTF--				3	\$205.00			

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

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<u>Advertiser</u> Family Farmers Working for a Better CA-R		<u>Original Date / Revision</u> 10/25/18 / 10/25/18
<u>Contract Dates</u> 10/12/18 - 11/05/18	<u>Product</u> FAMILY FARMERS WO	<u>Estimate #</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
8	KBFX	10/13/18	10/20/18	Sat 5p-6p	5:00 PM-6:00 PM		:30			NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	-----S-				1	\$205.00			
Week:		10/15/18	10/21/18	-----S-				1	\$205.00			
	<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>Type</u>		
	2	KBFX	10/15/18-10/21/18	Sat 5p-6p	5:00 PM-6:00 PM	-----Sa--	:30		<del>\$205.00</del>	NM		
	Unresolved											
9	KBFX	10/20/18	10/20/18	Sat 6p-7p	6:00 PM-7:00 PM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-----S-				1	\$205.00			
	<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>Type</u>		
	1	KBFX	10/15/18-10/21/18	Sat 6p-7p	6:00 PM-7:00 PM	-----Sa--	:30		<del>\$205.00</del>	NM		
	Unresolved											
10	KBFX	10/20/18	10/20/18	Sat 730p-8p	7:30 PM-8:00 PM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-----S-				1	\$160.00			
	<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>Type</u>		
	1	KBFX	10/15/18-10/21/18	Sat 730p-8p	7:30 PM-8:00 PM	-----Sa--	:30		<del>\$160.00</del>	NM		
	Unresolved											
11	KBFX	10/15/18	10/19/18	Modern Family	7:30 PM-8:00 PM		:30			NM	1	\$265.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	MTWTF--				1	\$265.00			
N 12	KBFX	10/12/18	11/02/18	Last Man Standing // The Cor	8:00 PM-9:00 PM		:30			NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	----F--				1	\$850.00			
Week:		10/15/18	10/21/18	----F--				1	\$850.00			
Week:		10/22/18	10/28/18	-----				0	\$850.00			
Week:		10/29/18	11/04/18	----F--				1	\$850.00			
13	KBFX	10/14/18	10/14/18	Simpsons	7:00 PM-8:00 PM		:30			NM	1	\$1,015.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	-----S				1	\$1,015.00			
N 14	KBFX	10/13/18	11/03/18	Eyewitness News	10:00 PM-10:30 PM		:30			NM	4	\$1,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	-----S-				1	\$265.00			
Week:		10/15/18	10/21/18	-----S-				1	\$265.00			
Week:		10/22/18	10/28/18	-----S-				1	\$265.00			
Week:		10/29/18	11/04/18	-----S-				1	\$265.00			
N 15	KBFX	10/12/18	11/02/18	Eyewitness News at 10 on Fc	10:00 PM-11:00 PM		:30			NM	12	\$6,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	----F--				2	\$510.00			
Week:		10/15/18	10/21/18	MTWTF--				5	\$510.00			
Week:		10/22/18	10/28/18	-----				0	\$510.00			
Week:		10/29/18	11/04/18	MTWTF--				5	\$510.00			
N 16	KBFX	10/14/18	11/04/18	Eyewitness News	10:00 PM-10:30 PM		:30			NM	4	\$1,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	-----S				1	\$265.00			
Week:		10/15/18	10/21/18	-----S				1	\$265.00			
Week:		10/22/18	10/28/18	-----S				1	\$265.00			
Week:		10/29/18	11/04/18	-----S				1	\$265.00			
17	KBFX	10/12/18	10/19/18	TMZ	11:00 PM-11:30 PM		:30			NM	7	\$280.00

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10/12/18 - 11/05/18	FAMILY FARMERS WO	

*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:		10/08/18	10/14/18	----F--				2	\$40.00			
Week:		10/15/18	10/21/18	MTWTF--				5	\$40.00			
18	KBFX	10/13/18	10/20/18	Modern Family	10:30 PM-11:00 PM		:30			NM	2	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	-----S-				1	\$105.00			
Week:		10/15/18	10/21/18	-----S-				1	\$105.00			
19	KBFX	10/21/18	10/21/18	Full Measure	10:30 PM-11:00 PM		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-----S				1	\$175.00			
20	KBFX	10/12/18	10/19/18	The Simpsons	11:30 PM-12:00 AM		:30			NM	7	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	----F--				2	\$40.00			
Week:		10/15/18	10/21/18	MTWTF--				5	\$40.00			
21	KBFX	10/20/18	10/20/18	FOX College Ftbll Prime	4:30 PM-8:30 PM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-----S-				1	\$430.00			
	<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>Type</u>		
	1	KBFX	10/15/18-10/21/18	FOX College Ftbll Prime	4:30 PM-8:30 PM	-----Sa--	:30		\$430.00	NM		
	Unresolved											
N 22	KBFX	10/26/18	10/26/18	Eyewitness News 7a-8a	7a-8a		:30			NM	1	\$174.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	----F--				1	\$174.00			
N 23	KBFX	10/28/18	10/28/18	Fox NFL PRE-GAME	9:00 AM-10:00 AM		:30			NM	1	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----S				1	\$510.00			
N 24	KBFX	10/26/18	10/27/18	World Series	5p-8p		:30			NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	----FS-				1	\$3,800.00			
N 25	KBFX	10/26/18	10/26/18	M-F 1230p-1p News	1230p-1p		:30			NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	----F--				1	\$105.00			
N 26	KBFX	10/26/18	10/26/18	Eyewitness News at 10 on Fc10p-11p			:30			NM	1	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	----F--				1	\$510.00			
N 27	KBFX	10/30/18	10/30/18	The Gifted	8p-9p		:30			NM	1	\$1,015.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	-T-----				1	\$1,015.00			
N 28	KBFX	10/29/18	10/29/18	911	9p-10p		:30			NM	1	\$1,015.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	M-----				1	\$1,015.00			
N 29	KBFX	10/29/18	10/29/18	The Resident	8p-9p		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	M-----				1	\$850.00			
N 30	KBFX	11/05/18	11/05/18	Eyewitness News 7a-8a	7:00 AM-8:00 AM		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	M-----				1	\$175.00			
N 31	KBFX	11/05/18	11/05/18	Eyewitness News at 10 on Fc10p-11p			:30			NM	1	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	M-----				1	\$510.00			

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10/12/18 - 11/05/18	FAMILY FARMERS WO	

*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>			
<b>Totals</b>											<b>72</b>	<b>\$27,424.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/08/18 - 10/14/18	17	\$4,750.00	(\$712.50)	\$4,037.50
10/15/18 - 10/21/18	31	\$8,735.00	(\$1,310.25)	\$7,424.75
10/22/18 - 10/28/18	7	\$5,629.00	(\$844.35)	\$4,784.65
10/29/18 - 11/04/18	15	\$7,625.00	(\$1,143.75)	\$6,481.25
11/05/18 - 11/11/18	2	\$685.00	(\$102.75)	\$582.25
<b>Totals</b>	<b>72</b>	<b>\$27,424.00</b>	<b>(\$4,113.60)</b>	<b>\$23,310.40</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at ...<http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

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125 West 55th St  
New York, NY 10019

Contract # 26220276  
CPE: INCEPTION MARKETING, INC.  
Agency: 268 BUSH STREET  
SUITE 1001  
SAN FRANCISCO, CA 94104

Changes as of: 10/25/2018 at 11:11 AM  
Flight: 10/12/18 - 11/6/18  
Advertiser: Family Farmers Working for a Better CA  
Product: FAMILY FARMERS WORKING FOR A BETTER CA  
Agency Order #: Buyer: KRISTIN AMADOR  
Salesperson: MATT JOHNSON 415-281-2442  
Separation:

Version: Current State Version 2  
Station: KBFX  
Market: Bakersfield  
Office: SAN FRANCISCO  
Service: Nielsen  
Primary Demo: Adults 35+  
Assistant: TIFFANIE ECKHART 415-281-2487

Con Type: POLITICAL/VOTE  
Total \$: \$28,425.00  
Total Spots: 76  
Total CPP: \$174.60  
Total GRP: 162.8  
Traffic #: 1036496

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/12 - 11/5							Total Spots	Total \$	CPP*	GRP*
							10/12	10/15	10/22	10/29	11/5						
1	M-F 7a-9a		NEWS	\$175.00	1.9	30	2	2	0	0	0		4	\$700.00	\$92.11	7.6	
2	M-F 7a-8a		NEWS	\$175.00	1.4	30	0	1	0	1	0		2	\$350.00	\$125.00	2.8	
3	Sa 4:30p-8:30p		COLLEGE FOOTBALL	\$430.00	1.4	30	0	1	0	1	0		2	\$860.00	\$307.14	2.8	
4	Th 5:20p-8:30p		NFL	\$2,535.00	6.5	30	0	1	0	0	0		1	\$2,535.00	\$390.00	6.5	
5	M-F 5:2p-3p		HOT BENCH	\$40.00	0.7	30	0	2	0	0	0		2	\$80.00	\$57.14	1.4	
6	M-F 12:30p-1p		NEWS	\$105.00	1.2	30	1	1	0	2	0		4	\$420.00	\$87.50	4.8	
7	M-F 6p-7p		BIG BANG THEORY	\$205.00	4.7	30	2	3	0	0	0		5	\$1,025.00	\$43.62	23.5	
8	Sa 5p-6p		LAST MAN STANDING	\$205.00	2.5	30	1	1	0	0	0		2	\$410.00	\$82.00	5.0	
9	Sa 6p-7p		BIG BANG THEORY	\$205.00	1.5	30	0	1	0	0	0		1	\$205.00	\$136.67	1.5	
10	Sa 7:30p-8p		MODERN FAMILY	\$160.00	1.5	30	0	1	0	0	0		1	\$160.00	\$106.67	1.5	
11	M-F 7:30p-8p		MODERN FAMILY	\$265.00	1.1	30	0	1	0	0	0		1	\$265.00	\$240.91	1.1	
12	F 8p-9p		LAST MAN STANDING	\$850.00	2.5	30	1	1	0	1	0		3	\$2,550.00	\$340.00	7.5	
13	Su 7p-8p		SIMPSONS	\$1,015.00	2.6	30	1	0	0	0	0		1	\$1,015.00	\$390.38	2.6	
14	Sa 10p-10:30p		NEWS	\$265.00	2.5	30	1	1	1	1	0		4	\$1,060.00	\$106.00	10.0	
15	M-F 10p-11p		NEWS	\$510.00	3.2	30	2	5	0	5	0		12	\$6,120.00	\$159.38	38.4	
16	Su 10p-10:30p		NEWS	\$265.00	1.6	30	1	1	1	1	0		4	\$1,060.00	\$165.63	6.4	
17	M-F 11p-11:30p		TMZ	\$40.00	0.6	30	2	5	0	0	0		7	\$280.00	\$66.67	4.2	
18	Sa 10:30p-11p		MODERN FAMILY	\$105.00	1.2	30	1	1	0	0	0		2	\$210.00	\$87.50	2.4	
19	Su 10:30p-11p		FULL MEASURE	\$175.00	1.4	30	0	1	0	0	0		1	\$175.00	\$125.00	1.4	



125 West 55th St  
New York, NY 10019

Contract # 26220276      Changes as of: 10/25/2018 at 11:11 AM      Version: Current State Version 2  
CPE:      Flight: 10/12/18 - 11/6/18      Station: KBFX      Con Type: POLITICAL/VOTE  
Agency: INCEPTION      Advertiser: Family Farmers      Market: Bakersfield      Total \$: \$28,425.00  
MARKETING, INC.      Working for a Better CA      Office: SAN FRANCISCO      Total Spots: 76  
268 BUSH STREET      Product: FAMILY FARMERS      Service: Nielsen      Total CPP: \$174.60  
SUITE 1001      WORKING FOR A      Primary Demo: Adults 35+      Total GRP: 162.8  
SAN FRANCISCO, CA      BETTER CA      Assistant: TIFFANIE ECKHART      Traffic #: 1036496  
94104      415-281-2442      Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/12 - 11/5						Total Spots	Total \$	CPP*	GRP*
							10/12	10/15	10/22	10/29	11/5					
20	M-F 11:30p-12m		SIMPSONS	\$40.00	0.3	30	2	5	0	0	0		7	\$280.00	\$133.33	2.1
21	F 7a-8a		Am News	\$175.00	1.4	30	0	0	1	0	0		1	\$175.00	\$125.00	1.4
22	Su 9a-10a		NFL Pre-Game	\$510.00	1.9	30	0	0	1	0	0		1	\$510.00	\$268.42	1.9
23	F-Sa 5p-8p		MLB World Series	\$3,800.00	10.0	30	0	0	1	0	0		1	\$3,800.00	\$380.00	10.0
24	F 12:30p-1p		Noon News	\$105.00	1.2	30	0	0	1	0	0		1	\$105.00	\$87.50	1.2
25	F 10p-11p		LATE NEWS	\$510.00	3.2	30	0	0	1	0	0		1	\$510.00	\$159.38	3.2
26	Tu 8p-9p		The Gifted	\$1,015.00	2.5	30	0	0	0	1	0		1	\$1,015.00	\$406.00	2.5
27	M 9p-10p		9-1-1	\$1,015.00	2.5	30	0	0	0	1	0		1	\$1,015.00	\$406.00	2.5
28	M 8p-9p		The Resident	\$850.00	2.0	30	0	0	0	1	0		1	\$850.00	\$425.00	2.0
29	M 7a-8a		AM NEWS	\$175.00	1.4	30	0	0	0	0	1		1	\$175.00	\$125.00	1.4
30	M 10p-11p		LATE NEWS	\$510.00	3.2	30	0	0	0	0	1	1	\$510.00	\$159.38	3.2	
TOTALS:							17	35	7	15	2	76	\$28,425.00	\$174.60	162.8	



125 West 55th St  
New York, NY 10019

## KATZ TELEVISION GROUP

Contract # 26220276		Changes as of: 10/25/2018 at 11:11 AM		Version: Current State Version 2	
CPE:		Flight: 10/12/18 - 11/6/18		Station: KBFX	
Agency: INCEPTION MARKETING, INC.		Advertiser: Family Farmers Working for a Better CA		Market: Bakersfield	
268 BUSH STREET		Product: FAMILY FARMERS WORKING FOR A BETTER CA		Office: SAN FRANCISCO	
SUITE 1001		Agency Order #:		Service: Nielsen	
SAN FRANCISCO, CA		Buyer: KRISTIN AMADOR		Primary Demo: Adults 35+	
94104		Salesperson: MATT JOHNSON 415-281-2442		Assistant: TIFFANIE ECKHART 415-281-2487	
		Separation:		Traffic #: 1036496	
				Total CPP: \$174.60	
				Total GRP: 162.8	
				Total Spots: 76	
				Total \$: \$28,425.00	
				Con Type: POLITICAL/VOTE	

Special Instructions	
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Competitive Information	
Market Budget: \$189,500	
KBFX Share: 15%	
Comment: ESTIMATES	
KBAX: 40%	
KGET: 20%	
Unknown: 25%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	76	\$28,425.00	162.8
Total	100%	76	\$28,425.00	162.8

Monthly Summary		
Month	Spots	Dollars
2018-Oct	59	\$20,115.00
2018-Nov	17	\$8,310.00
Total	76	\$28,425.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot- \$ Chg Contract \$ Comment
Revision	10/25/18 10:45 AM	MATT JOHNSON	Confirmed	24	\$13,940.00 \$28,425.00
Queued for Electronic Contracting	10/1/18 11:03 AM				\$0
New	10/1/18 11:03 AM	TIFFANIE ECKHART	Confirmed	52	\$14,485.00 \$14,485.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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