

# CONTRACT



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

And:

**Sadler Strategic Media**  
**Attention: Sheri Sadler**  
**12103 Viewcrest Road**  
**Studio City, CA 91604**

<u>Contract / Revision</u> 131741 /		<u>Alt Order #</u> 07738096
<u>Product</u> <b>CARING FOR CA</b>		
<u>Contract Dates</u> <b>05/13/15 - 07/05/15</b>	<u>Estimate #</u> <b>1674</b>	
<u>Advertiser</u> <b>Caring for Californians</b>		<u>Original Date / Revision</u> 05/07/15 / 05/07/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KTXL-TV</b>	<u>Account Executive</u> Tim Scanlan	<u>Sales Office</u> NSO Los Angeles
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 201.80
<u>IDB#</u>	<u>Advertiser Code</u> 204	<u>Product Code</u> 325
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	40	05/13/15	07/03/15	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	13	\$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:		05/11/15	05/17/15	-- WTF--				2	\$100.00	1.50			
Week:		05/18/15	05/24/15	MTWTF--				2	\$100.00	1.50			
Week:		05/25/15	05/31/15	MTWTF--				2	\$100.00	1.50			
Week:		06/01/15	06/07/15	MTWTF--				2	\$100.00	1.50			
Week:		06/08/15	06/14/15	MTWTF--				2	\$100.00	1.50			
Week:		06/15/15	06/21/15	MTWTF--				2	\$100.00	1.50			
Week:		06/22/15	06/28/15	MTWTF--				1	\$100.00	1.50			
Week:		06/29/15	07/05/15	-----				0	\$0.00	0.00			
N 2	40	05/13/15	07/03/15	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	14	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	-- WTF--				2	\$100.00	1.30			
Week:		05/18/15	05/24/15	MTWTF--				2	\$100.00	1.30			
Week:		05/25/15	05/31/15	MTWTF--				2	\$100.00	1.30			
Week:		06/01/15	06/07/15	MTWTF--				2	\$100.00	1.30			
Week:		06/08/15	06/14/15	MTWTF--				2	\$100.00	1.30			
Week:		06/15/15	06/21/15	MTWTF--				2	\$100.00	1.30			
Week:		06/22/15	06/28/15	MTWTF--				2	\$100.00	1.30			
Week:		06/29/15	07/05/15	-----				0	\$0.00	0.00			
N 3	40	05/13/15	06/26/15	M-F 12p-1p	12:00 PM-1:00 PM		:30				NM	10	\$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:		05/11/15	05/17/15	-- WTF--				2	\$100.00	1.30			
Week:		05/18/15	05/24/15	MTWTF--				2	\$100.00	1.30			
Week:		05/25/15	05/31/15	MTWTF--				2	\$100.00	1.30			
Week:		06/01/15	06/07/15	MTWTF--				1	\$100.00	1.30			
Week:		06/08/15	06/14/15	MTWTF--				1	\$100.00	1.30			
Week:		06/15/15	06/21/15	MTWTF--				1	\$100.00	1.30			
Week:		06/22/15	06/28/15	MTWTF--				1	\$100.00	1.30			
N 4	40	06/08/15	06/26/15	M-F 5a-6a	5:00 AM-6:00 AM		:30				NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/08/15	06/14/15	MTWTF--				2	\$50.00	0.50			
Week:		06/15/15	06/21/15	MTWTF--				2	\$50.00	0.50			
Week:		06/22/15	06/28/15	MTWTF--				2	\$50.00	0.50			

(\* 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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**(916) 454-4422**

<u>Contract / Revision</u> 131741 /		<u>Alt Order #</u> 07738096
<u>Contract Dates</u> <b>05/13/15 - 07/05/15</b>	<u>Product</u> CARING FOR CA	<u>Estimate #</u> <b>1674</b>
<u>Advertiser</u> <b>Caring for Californians</b>		<u>Original Date / Revision</u> 05/07/15 / 05/07/15

*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>			
N 5	40	06/15/15	06/26/15	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	4	\$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:		06/15/15	06/21/15	MTWTF--				2	\$300.00	1.00			
Week:		06/22/15	06/28/15	MTWTF--				2	\$300.00	1.00			
N 6	40	06/15/15	06/26/15	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/15/15	06/21/15	MTWTF--				1	\$300.00	0.90			
Week:		06/22/15	06/28/15	MTWTF--				1	\$300.00	0.90			
N 7	40	05/13/15	07/03/15	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	14	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	--WTF--				2	\$125.00	0.60			
Week:		05/18/15	05/24/15	MTWTF--				2	\$125.00	0.60			
Week:		05/25/15	05/31/15	MTWTF--				2	\$125.00	0.60			
Week:		06/01/15	06/07/15	MTWTF--				2	\$125.00	0.60			
Week:		06/08/15	06/14/15	MTWTF--				2	\$125.00	0.60			
Week:		06/15/15	06/21/15	MTWTF--				2	\$125.00	0.60			
Week:		06/22/15	06/28/15	MTWTF--				2	\$125.00	0.60			
Week:		06/29/15	07/05/15	-----				0	\$0.00	0.00			
N 8	40	05/13/15	05/15/15	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	--WTF--				1	\$150.00	0.70			
N 9	40	05/13/15	07/03/15	M-F 7a-8a	7:00 AM-8:00 AM		:30				NM	14	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	--WTF--				2	\$150.00	0.70			
Week:		05/18/15	05/24/15	MTWTF--				2	\$150.00	0.70			
Week:		05/25/15	05/31/15	MTWTF--				2	\$150.00	0.70			
Week:		06/01/15	06/07/15	MTWTF--				2	\$150.00	0.70			
Week:		06/08/15	06/14/15	MTWTF--				2	\$150.00	0.70			
Week:		06/15/15	06/21/15	MTWTF--				2	\$150.00	0.70			
Week:		06/22/15	06/28/15	MTWTF--				2	\$150.00	0.70			
Week:		06/29/15	07/05/15	-----				0	\$0.00	0.00			
N 10	40	06/08/15	07/03/15	M-F 730p-8p	7:30 PM-8:00 PM		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/08/15	06/14/15	MTWTF--				2	\$350.00	1.60			
Week:		06/15/15	06/21/15	MTWTF--				1	\$350.00	1.60			
Week:		06/22/15	06/28/15	MTWTF--				1	\$350.00	1.60			
Week:		06/29/15	07/05/15	-----				0	\$0.00	0.00			
N 11	40	05/13/15	07/03/15	M-F 8a-9a	8:00 AM-9:00 AM		:30				NM	19	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	--WTF--				2	\$150.00	0.70			
Week:		05/18/15	05/24/15	MTWTF--				2	\$150.00	0.70			
Week:		05/25/15	05/31/15	MTWTF--				3	\$150.00	0.70			
Week:		06/01/15	06/07/15	MTWTF--				3	\$150.00	0.70			
Week:		06/08/15	06/14/15	MTWTF--				3	\$150.00	0.70			
Week:		06/15/15	06/21/15	MTWTF--				3	\$150.00	0.70			
Week:		06/22/15	06/28/15	MTWTF--				3	\$150.00	0.70			
Week:		06/29/15	07/05/15	-----				0	\$0.00	0.00			
N 12	40	05/13/15	07/03/15	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	21	\$1,995.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	--WTF--				3	\$95.00	0.60			
Week:		05/18/15	05/24/15	MTWTF--				3	\$95.00	0.60			

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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:		05/25/15	05/31/15	MTWTF--				3	\$95.00	0.60			
Week:		06/01/15	06/07/15	MTWTF--				3	\$95.00	0.60			
Week:		06/08/15	06/14/15	MTWTF--				3	\$95.00	0.60			
Week:		06/15/15	06/21/15	MTWTF--				3	\$95.00	0.60			
Week:		06/22/15	06/28/15	MTWTF--				3	\$95.00	0.60			
Week:		06/29/15	07/05/15	-----				0	\$0.00	0.00			
N 13	40	05/13/15	07/05/15	M-Su 10p-11p	10:00 PM-11:00 PM		:30				NM	21	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	--WTFSS				3	\$600.00	1.80			
Week:		05/18/15	05/24/15	MTWTFSS				3	\$600.00	1.80			
Week:		05/25/15	05/31/15	MTWTFSS				3	\$600.00	1.80			
Week:		06/01/15	06/07/15	MTWTFSS				3	\$600.00	1.80			
Week:		06/08/15	06/14/15	MTWTFSS				3	\$600.00	1.80			
Week:		06/15/15	06/21/15	MTWTFSS				3	\$600.00	1.80			
Week:		06/22/15	06/28/15	MTWTFSS				3	\$600.00	1.80			
Week:		06/29/15	07/05/15	-----				0	\$0.00	0.00			
N 14	40	06/01/15	06/29/15	Monday Prime	8:00 PM-10:00 PM		:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/01/15	06/07/15	1-----				1	\$3,000.00	2.30			
Week:		06/08/15	06/14/15	-----				0	\$0.00	0.00			
Week:		06/15/15	06/21/15	-----				0	\$0.00	0.00			
Week:		06/22/15	06/28/15	1-----				1	\$3,000.00	2.30			
Week:		06/29/15	07/05/15	-----				0	\$0.00	0.00			
N 15	40	05/14/15	06/11/15	Thursday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	---1---				1	\$4,000.00	4.70			
Week:		05/18/15	05/24/15	-----				0	\$0.00	0.00			
Week:		05/25/15	05/31/15	-----				0	\$0.00	0.00			
Week:		06/01/15	06/07/15	-----				0	\$0.00	0.00			
Week:		06/08/15	06/14/15	---1---				1	\$4,000.00	4.70			
N 16	40	07/02/15	07/02/15	Thursday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$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:		06/29/15	07/05/15	---1---				1	\$2,500.00	2.10			
N 17	40	06/02/15	06/02/15	Tuesday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/01/15	06/07/15	-1-----				1	\$1,600.00	3.60			
N 18	40	05/13/15	05/13/15	Wednesday Prime	8:00 PM-10:00 PM		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	--1----				1	\$6,000.00	7.00			
N 19	40	05/20/15	05/20/15	Wednesday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/18/15	05/24/15	--1----				1	\$4,000.00	2.90			
N 20	40	06/29/15	07/03/15	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/29/15	07/05/15	MTWTF--				2	\$90.00	1.50			
N 21	40	06/29/15	07/03/15	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/29/15	07/05/15	MTWTF--				2	\$90.00	1.30			
N 22	40	06/29/15	07/03/15	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/29/15	07/05/15	MTWTF--				2	\$115.00	0.60			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 23	40	06/29/15	07/03/15	M-F 7a-8a	7:00 AM-8:00 AM		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/29/15	07/05/15	MTWTF--				2	\$125.00	0.70			
N 24	40	06/29/15	07/03/15	M-F 730p-8p	7:30 PM-8:00 PM		:30				NM	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:		06/29/15	07/05/15	MTWTF--				1	\$300.00	1.60			
N 25	40	06/29/15	07/03/15	M-F 8a-9a	8:00 AM-9:00 AM		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/29/15	07/05/15	MTWTF--				2	\$125.00	0.70			
N 26	40	06/29/15	07/03/15	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/29/15	07/05/15	MTWTF--				2	\$90.00	0.60			
N 27	40	06/29/15	07/05/15	M-Su 10p-11p	10:00 PM-11:00 PM		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/29/15	07/05/15	MTWTFSS				3	\$500.00	1.80			
N 28	40	06/30/15	06/30/15	Tuesday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/29/15	07/05/15	-1-----				1	\$1,500.00	3.60			
N 29	40	06/29/15	06/29/15	Monday Prime	8:00 PM-10:00 PM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/29/15	07/05/15	1-----				1	\$2,000.00	2.30			
Totals										201.80		169	\$63,315.00

Time Period	# of Spots	Gross Amount	Net Amount
04/27/15 -05/31/15	59	\$24,905.00	\$21,169.25
06/01/15 -06/28/15	91	\$29,340.00	\$24,939.00
06/29/15 -07/05/15	19	\$9,070.00	\$7,709.50
<b>Totals</b>	169	\$63,315.00	\$53,817.75

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

(\* 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.



