

# CONTRACT



**Bonneville**  
**280 Commerce Circle**  
**Sacramento, CA 95815**  
**AR@bonneville.com**

knci.com

And:

**Gateway Media**  
**2150 River Plaza Drive**  
**Suite 150**  
**Sacramento, CA 95833**

<u>Contract / Revision</u> 54913 /		<u>Alt Order #</u>
<u>Product</u> Cox Flight #4		
<u>Contract Dates</u> 10/22/18 - 11/05/18		<u>Estimate #</u> Oct 22 - Nov 5
<u>Advertiser</u> John Cox for Governor		<u>Original Date / Revision</u> 10/17/18 / 10/17/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KNCI-FM	<u>Account Executive</u> Kasey Cain	<u>Sales Office</u> Local Sacramen
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Ref</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<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	KNCIF	10/22/18	11/02/18	M-F Midday	10a-3p		1:00				NM	6	\$1,350.00
		<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	MTWTF--				3	\$225.00				
	Week:	10/29/18	11/04/18	MTWTF--				3	\$225.00				
N 2	KNCIF	10/22/18	11/02/18	M-F PM Drive	3-7p		1:00				NM	12	\$2,700.00
		<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	MTWTF--				6	\$225.00				
	Week:	10/29/18	11/04/18	MTWTF--				6	\$225.00				
N 3	KNCIF	10/27/18	11/03/18	Sa-Su AM Drive	6-10a		1:00				NM	2	\$140.00
		<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	\$70.00				
	Week:	10/29/18	11/04/18	-----S-				1	\$70.00				
N 4	KNCIF	10/27/18	11/03/18	Sa-Su Midday	10a-3p		1:00				NM	2	\$250.00
		<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	\$125.00				
	Week:	10/29/18	11/04/18	-----S-				1	\$125.00				
N 5	KNCIF	10/27/18	11/03/18	Sa-Su PM Drive	3-7p		1:00				NM	2	\$250.00
		<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	\$125.00				
	Week:	10/29/18	11/04/18	-----S-				1	\$125.00				
N 6	KNCIF	10/28/18	11/04/18	Sa-Su Midday	10a-3p		1:00				NM	2	\$250.00
		<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	\$125.00				
	Week:	10/29/18	11/04/18	-----S				1	\$125.00				
N 7	KNCIF	10/28/18	11/04/18	Sa-Su PM Drive	3-7p		1:00				NM	2	\$250.00
		<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	\$125.00				
	Week:	10/29/18	11/04/18	-----S				1	\$125.00				
N 8	KNCIF	11/05/18	11/05/18	M-F Midday	10a-3p		1:00				NM	2	\$450.00
		<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-----				2	\$225.00				
N 9	KNCIF	10/29/18	10/31/18	M-F PM Drive	3-7p		1:00				NM	2	\$450.00
		<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	MTW----				2	\$225.00				

(\* 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. Two week advance cancellation notice is required unless otherwise specified.



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<u>Advertiser</u> John Cox for Governor		<u>Original Date / Revision</u> 10/17/18 / 10/17/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
N 10	KNCIF	11/05/18	11/05/18	M-F AM Drive	6-10a		1:00				NM	2	\$450.00	
		<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-----				2	\$225.00					
<b>Totals</b>												0.00	34	\$6,540.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	14	\$2,595.00	(\$389.25)	\$2,205.75
10/29/18 - 11/05/18	20	\$3,945.00	(\$591.75)	\$3,353.25
<b>Totals</b>	34	\$6,540.00	(\$981.00)	\$5,559.00

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

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Estimate # 862

Demo: Adults 35+  
 Agency: Gateway Media  
 Advertiser: John Cox for Governor  
 Product: Cox Flight #4 Oct 22nd -  
 Flight Start: 10/22/2018  
 Flight End: 11/5/2018  
 Total Cost: \$14,710.00  
 Total Spots: 68

Market/Station/Daypart	3BK May18-Jul18 MSA ARB PPM	AQH	AQH	Rate	Rtg	AQH	AQH	CPP	GRP	GIMP	Len	C/T	Weight	Total Spots	Total Cost	Wk1	Wk2	Wk3	
																10/22	10/29	11/05	
Sacramento																			
KNCI-FM																			
M-F 6a-10a		0.3	3500	\$225.00	0.3	3500		\$750.00	0.0	0	60	C	100%	0	\$0.00	0	0	0	
M-F 10a-3p		0.5	6300	\$225.00	0.5	6300		\$450.00	3.0	37,800	60	C	100%	6	\$1,350.00	3	3	0	
M-F 3p-7p		0.4	4600	\$225.00	0.4	4600		\$562.50	4.8	55,200	60	C	100%	12	\$2,700.00	6	6	0	
Sa 6a-10a		0.2	2500	\$70.00	0.2	2500		\$350.00	0.4	5,000	60	C	100%	2	\$140.00	1	1	0	
Sa 10a-3p		0.4	4800	\$125.00	0.4	4800		\$312.50	0.8	9,600	60	C	100%	2	\$250.00	1	1	0	
Sa 3p-7p		0.3	4300	\$125.00	0.3	4300		\$416.67	0.6	8,600	60	C	100%	2	\$250.00	1	1	0	
Su 6a-10a		0.1	1700	\$70.00	0.1	1700		\$700.00	0.0	0	60	C	100%	0	\$0.00	0	0	0	
Su 10a-3p		0.3	4000	\$125.00	0.3	4000		\$416.67	0.6	8,000	60	C	100%	2	\$250.00	1	1	0	
Su 3p-7p		0.3	3700	\$125.00	0.3	3700		\$416.67	0.6	7,400	60	C	100%	2	\$250.00	1	1	0	
M 6a-10a		0.3	3500	\$225.00	0.3	3500		\$750.00	0.6	7,000	60	C	100%	2	\$450.00	0	0	2	
M 10a-3p		0.5	6300	\$225.00	0.5	6300		\$450.00	1.0	12,600	60	C	100%	2	\$450.00	0	0	2	
M 3p-7p		0.4	4600	\$225.00	0.4	4600		\$562.50	0.8	9,200	60	C	100%	2	\$450.00	0	0	2	
Station Total				\$495.45	13.2	160,400								34	\$6,540.00				
KYMX-FM																			
M-F 6a-10a		0.4	5400	\$250.00	0.4	5400		\$625.00	2.4	32,400	60	C	100%	6	\$1,500.00	3	3	0	
M-F 10a-3p		0.7	8700	\$300.00	0.7	8700		\$428.57	4.2	52,200	60	C	100%	6	\$1,800.00	3	3	0	
M-F 3p-7p		0.6	7300	\$300.00	0.6	7300		\$500.00	3.6	43,800	60	C	100%	6	\$1,800.00	3	3	0	
Sa 6a-10a		0.3	3300	\$85.00	0.3	3300		\$283.33	0.6	6,600	60	C	100%	2	\$170.00	1	1	0	
Sa 10a-3p		0.7	8700	\$150.00	0.7	8700		\$214.29	1.4	17,400	60	C	100%	2	\$300.00	1	1	0	
Sa 3p-7p		0.4	5200	\$150.00	0.4	5200		\$375.00	0.8	10,400	60	C	100%	2	\$300.00	1	1	0	
Su 6a-10a		0.1	1400	\$100.00	0.1	1400		\$1,000.00	0.0	0	60	C	100%	0	\$0.00	0	0	0	
Su 10a-3p		0.5	6200	\$150.00	0.5	6200		\$300.00	1.0	12,400	60	C	100%	2	\$300.00	1	1	0	
Su 3p-7p		0.3	3400	\$150.00	0.3	3400		\$500.00	0.6	6,800	60	C	100%	2	\$300.00	1	1	0	
M 6a-10a		0.4	5400	\$250.00	0.4	5400		\$625.00	0.8	10,800	60	C	100%	2	\$500.00	0	0	2	
M 10a-3p		0.7	8700	\$300.00	0.7	8700		\$428.57	1.4	17,400	60	C	100%	2	\$600.00	0	0	2	
M 3p-7p		0.6	7300	\$300.00	0.6	7300		\$500.00	1.2	14,600	60	C	100%	2	\$600.00	0	0	2	
Station Total				\$453.89	18.0	224,800								34	\$8,170.00				
Market Total				\$471.47	31.2	385,200								68	\$14,710.00				