

Proposal: 22759494  
 Demo: Adults 35+  
 Agency: Gateway Media  
 Advertiser: John Cox for Governor  
 Product: Cox Flight #1 Sept 10-19  
 Flight Start: 9/10/2018  
 Flight End: 9/23/2018  
 Total Cost: #REF!  
 Total Spots: #REF!

Market/Station/Daypart	AQH			CPP	GRP	GIMP	Len	C/T	Weight	Total Spots	Total Cost	Wk1	Wk2
	Rate	Rtg	AQH									09/10	09/17
Sacramento													
KNCI-FM													
M-F 6a-10a	\$175.00	0.3	3500	\$583.33	0.0	0	60	C	100%	0	\$0.00	0	0
M-F 10a-3p	\$175.00	0.5	6300	\$350.00	1.5	18,900	60	C	100%	3	\$525.00	3	0
M-F 3p-7p	\$175.00	0.4	4600	\$437.50	0.8	9,200	60	C	100%	2	\$350.00	2	0
Sa 6a-10a	\$50.00	0.2	2500	\$250.00	0.0	0	60	C	100%	0	\$0.00	0	0
Sa 10a-3p	\$75.00	0.4	4800	\$187.50	0.4	4,800	60	C	100%	1	\$75.00	1	0
Sa 3p-7p	\$75.00	0.3	4300	\$250.00	0.3	4,300	60	C	100%	1	\$75.00	1	0
Su 6a-10a	\$45.00	0.1	1700	\$450.00	0.0	0	60	C	100%	0	\$0.00	0	0
Su 10a-3p	\$75.00	0.3	4000	\$250.00	0.3	4,000	60	C	100%	1	\$75.00	1	0
Su 3p-7p	\$75.00	0.3	3700	\$250.00	0.3	3,700	60	C	100%	1	\$75.00	1	0
M-W 6a-10a	\$175.00	0.3	3500	\$583.33	0.0	0	60	C	100%	0	\$0.00	0	0
M-W 10a-3p	\$175.00	0.5	6300	\$350.00	1.0	12,600	60	C	100%	2	\$350.00	0	2
M-W 3p-7p	\$175.00	0.4	4600	\$437.50	0.4	4,600	60	C	100%	1	\$175.00	0	1
Station Total				\$340.00	5.0	62,100				12	\$1,700.00		
KYMx-FM													
M-F 6a-10a	\$200.00	0.4	5400	\$500.00	1.2	16,200	60	C	100%	3	\$600.00	3	0
M-F 10a-3p	\$225.00	0.7	8700	\$321.43	2.1	26,100	60	C	100%	3	\$675.00	3	0
M-F 3p-7p	\$225.00	0.6	7300	\$375.00	1.8	21,900	60	C	100%	3	\$675.00	3	0
Sa 6a-10a	\$75.00	0.3	3300	\$250.00	0.3	3,300	60	C	100%	1	\$75.00	1	0
Sa 10a-3p	\$100.00	0.7	8700	\$142.86	0.7	8,700	60	C	100%	1	\$100.00	1	0
Sa 3p-7p	\$100.00	0.4	5200	\$250.00	0.4	5,200	60	C	100%	1	\$100.00	1	0
Su 6a-10a	\$75.00	0.1	1400	\$750.00	0.0	0	60	C	100%	0	\$0.00	0	0
Su 10a-3p	\$100.00	0.5	6200	\$200.00	0.5	6,200	60	C	100%	1	\$100.00	1	0
Su 3p-7p	\$100.00	0.3	3400	\$333.33	0.3	3,400	60	C	100%	1	\$100.00	1	0
M-W 6a-10a	\$200.00	0.4	5400	\$500.00	0.8	10,800	60	C	100%	2	\$400.00	0	2
M-W 10a-3p	\$225.00	0.7	8700	\$321.43	1.4	17,400	60	C	100%	2	\$450.00	0	2
M-W 3p-7p	\$225.00	0.6	7300	\$375.00	1.2	14,600	60	C	100%	2	\$450.00	0	2
Station Total				\$348.13	10.7	133,800				20	\$3,725.00		
Market Total				\$345.54	15.7	195,900				32	\$5,425.00		

# CONTRACT



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

kncl.com

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

And:

Contract / Revision		Alt Order #	
51504 /		22759494	
Product			
COX FLIGHT #1 SEPT 10-19			
Contract Dates		Estimate #	
09/10/18 - 09/19/18			
Advertiser		Original Date / Revision	
John Cox for Governor		09/13/18 / 09/13/18	
Billing Cycle	Billing Calendar	Cash/Trade	
EOM/EOC	Broadcast	Cash	
Property	Account Executive	Sales Office	
KNCL-FM	Kasey Cain	Local Sacramen	
Special Handling			
Demographic			
Adults 25-54			
Agency Code	Advertiser Code	Product	1/2
Agency Ref	Advertiser Ref		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KNCLF	09/10/18	09/14/18	M-F Midday	10a-3p		1:00				NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 09/10/18	09/16/18	MTMTF--	3				\$175.00				
2	KNCLF	09/10/18	09/14/18	M-F PM Drive	3-7p		1:00				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 09/10/18	09/16/18	----F--	2				\$175.00				
D 3	KNCLF	09/15/18	09/15/18	Sa-Su AM Drive	6-10a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 09/10/18	09/16/18	Sa-Su Midday	10a-3p		1:00		\$75.00		NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 09/10/18	09/16/18	-----S-	1				\$75.00				
5	KNCLF	09/15/18	09/15/18	Sa-Su PM Drive	3-7p		1:00				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 09/10/18	09/16/18	-----S-	1				\$75.00				
6	KNCLF	09/16/18	09/16/18	Sa-Su Midday	10a-3p		1:00				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 09/10/18	09/16/18	-----S	1				\$75.00				
7	KNCLF	09/16/18	09/16/18	Sa-Su PM Drive	3-7p		1:00				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 09/10/18	09/16/18	-----S	1				\$75.00				
8	KNCLF	09/17/18	09/19/18	M-F Midday	10a-3p		1:00				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 09/17/18	09/23/18	MTW-----	2				\$175.00				
N 9	KNCLF	09/17/18	09/19/18	M-F PM Drive	3-7p		1:00				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 09/17/18	09/23/18	MTW-----	1				\$175.00				
<b>Totals</b>											0.00	12	\$1,700.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 - 09/19/18	12	\$1,700.00	(\$255.00)	\$1,445.00
<b>Totals</b>	12	\$1,700.00	(\$255.00)	\$1,445.00

(\* 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.



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

krcr.com

<u>Contract / Revision</u>		<u>Alt Order #</u>
51504 /		22759494
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/10/18 - 09/19/18	COX FLIGHT #1 SEPT 1	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
John Cox for Governor	09/13/18 / 09/13/18	

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

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

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