

# CONTRACT



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

<u>Contract / Revision</u> 624785 /		<u>Alt Order #</u> 7442725
<u>Product</u> Kashkari-CA Gov 10/21		
<u>Contract Dates</u> 10/21/14 - 10/26/14		<u>Estimate #</u>
<u>Advertiser</u> Neel Kashkari / Rep / Governor		<u>Original Date / Revision</u> 10/13/14 / 10/13/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTXL	<u>Account Executive</u> Robert Langer	<u>Sales Office</u> Telerep Washing
<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:

**Smart Media Group**  
 1427 Leslie Ave  
 Alexandria, VA 22301

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	40	10/21/14	10/24/14	FOX 40 Live @ 8a	8a-9a		:30			02		NM	4	\$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:		10/20/14	10/26/14	-TWTF--	4			\$400.00	0.00					
N 2	40	10/26/14	10/26/14	FOX40 News at 5p Sa	5p-6p		:30			03		NM	2	\$800.00
		<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	2			\$400.00	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 Sa/Su	5p-6p	-----Su	:30	<del>\$400.00</del>	0.00	NM				
See MG 2.3														
2	40	10/20/14-10/26/14		FOX40 News at 5p Sa/Su	5p-6p	-----Su	:30	<del>\$400.00</del>	0.00	NM				
See MG 2.4														
3	40	10/26/14-10/26/14		KTXL News Special	Various	-----Su	:30	\$400.00	0.00	NM				
Ⓜ MG for 2.1 10/26 News Special at 8p														
4	40	10/26/14-10/26/14		KTXL News Special	Various	-----Su	:30	\$400.00	0.00	NM				
Ⓜ MG for 2.2 10/26 News Special at 8p														
<b>Totals</b>											0.00	6	\$2,400.00	

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 -10/26/14	6	\$2,400.00	\$2,040.00
<b>Totals</b>	6	\$2,400.00	\$2,040.00

**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.