

**CONTRACT**

**NBC**  **KNTV**  
**BAY AREA** 2450 N. 1st St  
 San Jose, CA 95131  
 (408) 432-6221

[www.nbcbayarea.com](http://www.nbcbayarea.com)

And:

**SADLER STRATEGIC MEDIA**  
 12103 VIEWCREST ROAD  
 STUDIO CITY, CA 91604

<b>Contract / Revision</b> 850041 /		<b>Alt Order #</b> WOC10977045
<b>Product</b> BOE 2		
<b>Contract Dates</b> 06/04/18 - 06/10/18		<b>Estimate #</b> 2147
<b>Advertiser</b> MALIA COHEN FOR STATE BOARD		<b>Original Date / Revision</b> 06/01/18 / 06/01/18
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> KNTV	<b>Account Executive</b> Karen King	<b>Sales Office</b> Los Angeles NS
<b>Special Handling</b>		
<b>Demographic</b> RA35+		
		<b>Total Ratings</b> 9.40
<b>Agv Code</b>	<b>Advertiser Code</b> 284	<b>Product 1/2</b> 407
<b>Agency Ref</b> 07341		<b>Advertiser Ref</b> 44290

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KNTV	06/04/18	06/05/18	BAY AREA NEWS	5A-6A		:30				NM	2	\$400.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/04/18	06/10/18	MT-----				2	\$200.00	0.10			
N 2	KNTV	06/04/18	06/05/18	BAY AREA NEWS	6A-7A		:30				NM	2	\$1,200.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/04/18	06/10/18	MT-----				2	\$600.00	0.50			
N 3	KNTV	06/04/18	06/05/18	TODAY SHOW	7A-9A		:30				NM	2	\$1,400.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/04/18	06/10/18	MT-----				2	\$700.00	0.70			
N 4	KNTV	06/04/18	06/05/18	TODAY W KATHIE LEE & H	10A-11A		:30				NM	1	\$600.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/04/18	06/10/18	MT-----				1	\$600.00	0.50			
N 5	KNTV	06/04/18	06/05/18	NBC BAY AREA NEWS AT 11	11A-12P		:30				NM	2	\$320.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/04/18	06/10/18	MT-----				2	\$160.00	0.50			
N 6	KNTV	06/04/18	06/05/18	ACCESS LIVE	12P-1P		:30				NM	1	\$160.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/04/18	06/10/18	MT-----				1	\$160.00	0.30			

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
 FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.


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<b>Advertiser</b> MALIA COHEN FOR STA1		<b>Original Date / Revision</b> 06/01/18 / 06/01/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 7	KNTV	06/04/18	06/05/18	ELLEN DEGENERES SHOW	3P-4P		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/04/18	06/10/18	MT-----				2	\$900.00	1.20			
N 8	KNTV	06/04/18	06/05/18	M-SU BAY AREA LATE NEWS	11P-1135P		: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: 06/04/18	06/10/18	MT-----				1	\$1,500.00	1.10			
N 9	KNTV	06/04/18	06/05/18	THE TONIGHT SHOW	1135P-1237A		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/04/18	06/10/18	MT-----				1	\$800.00	0.70			
N 10	KNTV	06/04/18	06/05/18	LATE NIGHT	1237A-137A		:30				NM	2	\$820.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/04/18	06/10/18	MT-----				2	\$410.00	0.40			
<b>Totals</b>								9.40				16	\$9,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/28/18 - 06/05/18	16	\$9,000.00	(\$1,350.00)	\$7,650.00
<b>Totals</b>	16	\$9,000.00	(\$1,350.00)	\$7,650.00

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

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