

# CONTRACT



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

And:

**Visual Image Advertising**  
**Attention: Renee Harriman**  
**125 Park Avenue**  
**Suite 200**  
**Oklahoma City, OK 73102**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>632866 /              |  | <u>Alt Order #</u>                                     |
| <u>Product</u><br><b>CMA Strategies</b>             |  |  |
| <u>Contract Dates</u><br><b>03/31/13 - 04/02/13</b> | <u>Estimate #</u><br><b>2515</b>                 |  |
| <u>Advertiser</u><br><b>Marrs/R/City Council</b>    |  | <u>Original Date / Revision</u><br>03/29/13 / 03/29/13 |
| <u>Billing Cycle</u><br>EOM/EOC                     | <u>Billing Calendar</u><br>Broadcast             | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br><b>KFOR</b>                       | <u>Account Executive</u><br>Local KFOR Political | <u>Sales Office</u><br>Oklahoma City -                 |
| <u>Special Handling</u>                             |  |  |
| <u>Demographic</u><br>Adults 25-54                  |  |  |
| <u>IDB#</u><br>8146                                 | <u>Advertiser Code</u>                           | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                                   |  | <u>Advertiser Ref</u>                                  |

| *Line | Ch | Start Date        | End Date        | Description              | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | Spots | Amount     |
|-------|----|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | 4  | 03/31/13          | 04/02/13        | NewsChannel 4 @ 10PM (Su | 10-1035pm      |      | :30    |                   |             | NM   | 1     | \$1,800.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 03/25/13          | 03/31/13        | -----S                   |                |      |        | 1                 | \$1,800.00  |      |       |            |
| Week: |    | 04/01/13          | 04/07/13        | -----                    |                |      |        | 0                 | \$0.00      |      |       |            |
| N 2   | 4  | 03/31/13          | 04/02/13        | NewsChannel 4 @ 6AM      | 6-7am          |      | :30    |                   |             | NM   | 4     | \$2,500.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 03/25/13          | 03/31/13        | -----                    |                |      |        | 0                 | \$0.00      |      |       |            |
| Week: |    | 04/01/13          | 04/07/13        | MT-----                  |                |      |        | 4                 | \$625.00    |      |       |            |
| N 3   | 4  | 03/31/13          | 04/02/13        | Today Show               | 7-9am          |      | :30    |                   |             | NM   | 4     | \$1,900.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 03/25/13          | 03/31/13        | -----                    |                |      |        | 0                 | \$0.00      |      |       |            |
| Week: |    | 04/01/13          | 04/07/13        | MT-----                  |                |      |        | 4                 | \$475.00    |      |       |            |
| N 4   | 4  | 03/31/13          | 04/02/13        | NewsChannel 4 @ Noon     | 12-1pm         |      | :30    |                   |             | NM   | 2     | \$550.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 03/25/13          | 03/31/13        | -----                    |                |      |        | 0                 | \$0.00      |      |       |            |
| Week: |    | 04/01/13          | 04/07/13        | M-----                   |                |      |        | 2                 | \$275.00    |      |       |            |
| N 5   | 4  | 03/31/13          | 04/02/13        | Jeopardy                 | 3:30-4pm       |      | :30    |                   |             | NM   | 1     | \$200.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 03/25/13          | 03/31/13        | -----                    |                |      |        | 0                 | \$0.00      |      |       |            |
| Week: |    | 04/01/13          | 04/07/13        | M-----                   |                |      |        | 1                 | \$200.00    |      |       |            |
| N 6   | 4  | 03/31/13          | 04/02/13        | EN 4P-5P (M-F)           | EN 4P-5P (M-F) |      | :30    |                   |             | NM   | 2     | \$450.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 03/25/13          | 03/31/13        | -----                    |                |      |        | 0                 | \$0.00      |      |       |            |
| Week: |    | 04/01/13          | 04/07/13        | M-----                   |                |      |        | 2                 | \$225.00    |      |       |            |
| N 7   | 4  | 03/31/13          | 04/02/13        | NewsChannel 4 @ 5PM      | 5-530pm        |      | :30    |                   |             | NM   | 1     | \$575.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 03/25/13          | 03/31/13        | -----                    |                |      |        | 0                 | \$0.00      |      |       |            |
| Week: |    | 04/01/13          | 04/07/13        | M-----                   |                |      |        | 1                 | \$575.00    |      |       |            |
| N 8   | 4  | 03/31/13          | 04/02/13        | NewsChannel 4 @ 6PM      | 6-630pm        |      | :30    |                   |             | NM   | 1     | \$825.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |    | 03/25/13          | 03/31/13        | -----                    |                |      |        | 0                 | \$0.00      |      |       |            |
| Week: |    | 04/01/13          | 04/07/13        | M-----                   |                |      |        | 1                 | \$825.00    |      |       |            |
| N 9   | 4  | 03/31/13          | 04/02/13        | Extra Edition            | 630-7pm        |      | :30    |                   |             | NM   | 1     | \$675.00   |

(\* 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. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

|   |                                  |  |
|---|----------------------------------|--|
| <u>Contract / Revision</u><br>632866 /              |                                  | <u>Alt Order #</u>                                     |
| <u>Contract Dates</u><br><b>03/31/13 - 04/02/13</b> | <u>Product</u><br>CMA Strategies | <u>Estimate #</u><br><b>2515</b>                       |
| <u>Advertiser</u><br><b>Marrs/R/City Council</b>    |                                  | <u>Original Date / Revision</u><br>03/29/13 / 03/29/13 |

| *Line         | Ch | Start Date        | End Date        | Description          | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | <u>Totals</u><br>SpotsAmount |             |
|---------------|----|-------------------|-----------------|----------------------|----------------|------|--------|-------------------|-------------|------|------------------------------|-------------|
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                              |             |
| Week:         |    | 03/25/13          | 03/31/13        | -----                |                |      |        | 0                 | \$0.00      |      |                              |             |
| Week:         |    | 04/01/13          | 04/07/13        | M-----               |                |      |        | 1                 | \$675.00    |      |                              |             |
| N 10 4        |    | 03/31/13          | 04/02/13        | NewsChannel 4 @ 10PM | 10-1035pm      |      | :30    |                   |             | NM   | 1                            | \$1,600.00  |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                              |             |
| Week:         |    | 03/25/13          | 03/31/13        | -----                |                |      |        | 0                 | \$0.00      |      |                              |             |
| Week:         |    | 04/01/13          | 04/07/13        | M-----               |                |      |        | 1                 | \$1,600.00  |      |                              |             |
| <b>Totals</b> |    |                   |                 |                      |                |      |        |                   |             |      | 18                           | \$11,075.00 |

| Time Period         | # of Spots | Gross Amount       | Net Amount        |
|---------------------|------------|--------------------|-------------------|
| 02/25/13 - 03/31/13 | 1          | \$1,800.00         | \$1,530.00        |
| 04/01/13 - 04/02/13 | 17         | \$9,275.00         | \$7,883.75        |
| <b>Totals</b>       | <b>18</b>  | <b>\$11,075.00</b> | <b>\$9,413.75</b> |

**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. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.