

# CONTRACT



**www.koat.com**

**KOAT**  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

And:

**Strategic Media Placement OH**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

<u>Contract / Revision</u> 1801140 /		<u>Alt Order #</u> 09282142	
<u>Product</u>			
<u>Candidate</u>			
<u>Contract Dates</u> 10/10/18 - 10/23/18		<u>Estimate #</u> 5685 Y HERRELL 4 CO	
<u>Advertiser</u> Herrell/R/Congress		<u>Original Date / Revision</u> 10/24/18 / 10/24/18	
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash	
<u>Property</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP-Philadelphia	
<u>Special Handling</u>			
<u>Demographic</u> Adults 35+			
<u>Agency Code</u> 9917037	<u>Advertiser Code</u> 1307	<u>Product 1/2</u> 1968	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 52	KOAT	10/20/18	10/20/18	Action 7 News @ 530p	530-6p		:30			P-5		NM	0	\$0.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/18   10/21/18   -----1-   1   \$225.00														
<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>Type</u> 1 KOAT   10/15/18-10/21/18   Action 7 News @ 530p Sat   530-6p   -----Sa-   :30   \$225.00   NM														
See MG 52.2 2 KOAT   10/15/18-10/21/18   ESPN COLLEGE FTBL STUI15-530P   -----Sa-   :30   \$225.00   NM														
													69	\$24,775.00
(C) Credited													Totals	0.00

† -- 1 Note: New Mexico Tax Rate 7.875%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
10/01/18 - 10/23/18	69	\$24,775.00	(\$3,716.25)	\$21,058.75	\$1,658.38	\$22,717.13
Totals	69	\$24,775.00	(\$3,716.25)	\$21,058.75	\$1,658.38	\$22,717.13

**Date:**

Abbreviations: N = New F = Edited, D = Deleted)

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

Station, and its parent company, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

REP HEADLINE# 9282142 TRF# 1801140  
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 610-225-1191

HARRIS REPORT FROM REP OCT24/18 13.24  
\*\*CHANGES\*\* \*\*\* KOAT-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/Y HERRELL/R/CON/NM  
AGY # \_\_\_\_\_ AGY. NAME STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME HARTWELL MARABLE  
SALES PRSN PH- MARY TRICOLI

ORDER # \_\_\_\_\_ CONTRACT # 9282142 CLASS: NATL. LOCAL REGIONAL

PRDCT Y HERRELL 4 CONGRESS EST#5685 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT10/18 OCT23/18 WK-2 DATE OCT24/18 13.24

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

REP: M5 APPLIED - CREDIT \$225  
TOTAL IS \$24,775  
PLEASE CONFIRM  
THANKS EMILY

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
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AGENCY ADVERTISER CODE = 1307 AGENCY EST# = 5685  
AGENCY PRODUCT CODE = 1968

73	S		500P-530P	30		\$225.00	10/20	10/20	0		SAT	0
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PROGRAM : ESPN FTBL STUDIO  
RA35+ : 4.2

ORD COM1: PLEASE ADVISE ASAP ON MG OFFER  
THIS IS A MAKE-GOOD FOR OCT20 ON LINE-52 FOR 1 SPOT/WK  
CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT20

STATION MAKEGOOD OFFERS: MISSED: SAT/500P-530P OCT20 30S \$225.00 (OCT24/18)  
M5 OK'D BUY#73 OFFER: NONE  
CMT: CREDIT \$225. SPOT DNA DUE TO SPORTS OVERRUN. WILL MOVE TO THE NEXT  
CMT: ORDER

REP HEADLINE# 9282142 TRF# 1801140  
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* CHANGES \*\*\* OCT24/18 13.24  
\*\*\* KOAT-TV \*\*\*

:LINE#	:REP	:CD	TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS
OCT/18												24775.00

CONTRACT TOTAL 24775.00  
TOTAL SPOTS 69

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI  
DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 9282142 TRF# 1801140  
\$\$\$ MOD# 3: APPROVED REV #0 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT24/18 13.19  
\*\*\* KOAT-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/Y HERRELL/R/CON/NM REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME HARTWELL MARABLE  
7669 STAGERS LOOP SALES PRSN PH- MARY TRICOLI  
DELAWARE, OH 43015  
ORDER # \_\_\_\_\_ CONTRACT # 9282142 CLASS: NATL. LOCAL REGIONAL  
PRDCT Y HERRELL 4 CONGRESS EST#5685 COMMENTS: (LINE, ORDER, INVOICE) \_\_\_\_\_  
FLIGHT DATES OCT10/18 OCT23/18 WK-2 DATE OCT24/18 13.19  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

STATION MAKEGOOD OFFERS:  
M5 UNRESL BUY#73 MISSED: SAT/500P-530P OCT20 30S \$225.00 (OCT24/18)  
OFFER: NONE  
CMT: CREDIT \$225. SPOT DNA DUE TO SPORTS OVERRUN. WILL MOVE TO THE NEXT  
CMT: ORDER

CONTRACT TOTAL 25000.00  
TOTAL SPOTS 70