

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

And:

**Strategic Media Placement OH**  
**Attention: Marabel hartwell**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

# CONTRACT

<u>Product</u>		<u>Contract / Revision</u>	<u>Alt Order #</u>
Candidate		1806710 /	09298506
<u>Contract Dates</u>		<u>Estimate #</u>	
10/27/18 - 11/06/18		5808 Y HERRELL 4 CO	
<u>Advertiser</u>		<u>Original Date / Revision</u>	
Herrell/R/Congress		10/29/18 / 10/29/18	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>	
EOM/EOC	Broadcast	Cash	
<u>Property</u>	<u>Account Executive</u>	<u>Sales Office</u>	
KOAT	Mary Tricoli	HRP-Philadelph	
<u>Special Handling</u>			
<u>Demographic</u>			
Adults 35+			
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>	
9917037	1307	1968	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

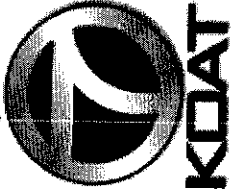
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	KOAT	11/05/18	11/05/18	M-F A7N This AM @ 4430-5a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
		Week: 11/05/18	11/11/18	1-----	1			\$50.00		P-1		NM	1	\$50.00
N 2	KOAT	10/30/18	10/30/18	Good Morning Americ7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/29/18	11/04/18	-1-----	1			\$750.00		P-1		NM	1	\$750.00
N 3	KOAT	10/31/18	10/31/18	Good Morning Americ7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/29/18	11/04/18	--1----	1			\$750.00		P-1		NM	1	\$750.00
N 4	KOAT	11/01/18	11/01/18	Good Morning Americ7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/29/18	11/04/18	---1---	1			\$750.00		P-1		NM	1	\$750.00
N 5	KOAT	11/02/18	11/02/18	Good Morning Americ7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/29/18	11/04/18	----1--	1			\$750.00		P-1		NM	1	\$750.00
N 6	KOAT	11/05/18	11/05/18	Good Morning Americ7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
		Week: 11/05/18	11/11/18	1-----	1			\$750.00		P-1		NM	1	\$750.00
N 7	KOAT	11/06/18	11/06/18	Good Morning Americ7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
		Week: 11/05/18	11/11/18	-1-----	1			\$750.00		P-1		NM	1	\$750.00
N 8	KOAT	11/03/18	11/03/18	Sa 6a A7N More in the6-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/29/18	11/04/18	-----1-	1			\$275.00		P-5		NM	1	\$275.00
N 9	KOAT	11/04/18	11/04/18	This Week										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/29/18	11/04/18	-----1	1			\$225.00		P-5		NM	1	\$225.00

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

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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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

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www.koat.com

<u>Contract / Revision</u> 1806710 /		<u>Alt Order #</u> 09298506
<u>Contract Dates</u> 10/27/18 - 11/06/18	<u>Product</u> Candidate	<u>Estimate #</u> 5808 Y HERRELL 4 CONC
<u>Advertiser</u> Herrell/IR/Congress		<u>Original Date / Revision</u> 10/29/18 / 10/29/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 10	KOAT	10/30/18	10/30/18	Live with Kelly & Ryan 9-10a			:30			P-5		NM	1	\$150.00
		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: 10/29/18	11/04/18	--1-----				1	\$150.00					
N 11	KOAT	10/31/18	10/31/18	Live with Kelly & Ryan 9-10a			:30			P-5		NM	1	\$150.00
		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: 10/29/18	11/04/18	--1-----				1	\$150.00					
N 12	KOAT	11/01/18	11/01/18	Live with Kelly & Ryan 9-10a			:30			P-5		NM	1	\$150.00
		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: 10/29/18	11/04/18	---1----				1	\$150.00					
N 13	KOAT	11/02/18	11/02/18	Live with Kelly & Ryan 9-10a			:30			P-5		NM	1	\$150.00
		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: 10/29/18	11/04/18	----1---				1	\$150.00					
N 14	KOAT	11/05/18	11/05/18	Live with Kelly & Ryan 9-10a			:30			P-5		NM	1	\$150.00
		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: 11/05/18	11/11/18	1-----				1	\$150.00					
N 15	KOAT	11/06/18	11/06/18	Live with Kelly & Ryan 9-10a			:30			P-5		NM	1	\$150.00
		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: 11/05/18	11/11/18	-1-----				1	\$150.00					
N 16	KOAT	10/30/18	10/30/18	WORLD NEWS TONIGHT 5-530p			:30			P-5		NM	1	\$1,000.00
		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: 10/29/18	11/04/18	-1-----				1	\$1,000.00					
N 17	KOAT	10/31/18	10/31/18	World News Tonight M-Su 530-6p			:30			P-5		NM	1	\$1,000.00
		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: 10/29/18	11/04/18	--1----				1	\$1,000.00					
N 18	KOAT	11/01/18	11/01/18	World News Tonight M-Su 530-6p			:30			P-5		NM	1	\$1,000.00
		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: 10/29/18	11/04/18	---1----				1	\$1,000.00					
N 19	KOAT	11/02/18	11/02/18	World News Tonight M-Su 530-6p			:30			P-5		NM	1	\$1,000.00
		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: 10/29/18	11/04/18	----1---				1	\$1,000.00					
N 20	KOAT	11/05/18	11/05/18	World News Tonight M-Su 530-6p			:30			P-5		NM	1	\$1,000.00
		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: 11/05/18	11/11/18	1-----				1	\$1,000.00					
N 21	KOAT	10/31/18	10/31/18	Action 7 News @ 6p 6-630p			:30			P-1		NM	1	\$850.00

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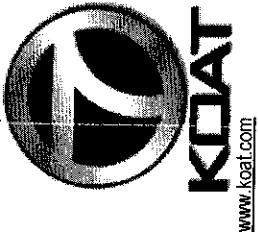
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
Week: 10/29/18		11/04/18	11/04/18	--1----				1	\$850.00					
N 22	KOAT	11/01/18	11/01/18	Action 7 News @ 6p	6-630p		:30			P-1		NM	1	\$850.00
Week: 10/29/18		11/04/18	11/04/18	---1---				1	\$850.00					
N 23	KOAT	11/02/18	11/02/18	Action 7 News @ 6p	6-630p		:30			P-1		NM	1	\$850.00
Week: 10/29/18		11/04/18	11/04/18	----1--				1	\$850.00					
N 24	KOAT	11/05/18	11/05/18	Action 7 News @ 6p	6-630p		:30			P-1		NM	1	\$850.00
Week: 11/05/18		11/11/18	11/11/18	1-----				1	\$850.00					
N 25	KOAT	11/03/18	11/03/18	Action 7 News @ 5p	5-530p		:30			P-5		NM	1	\$225.00
Class of Time - Pre-emptible with notice														
Week: 10/29/18		11/04/18	11/04/18	-----1-				1	\$225.00					
N 26	KOAT	10/30/18	10/30/18	5a A7N More In The A5-6a			:30			P-5		NM	1	\$175.00
Class of Time - Pre-emptible with notice														
Week: 10/29/18		11/04/18	11/04/18	-1-----				1	\$175.00					
N 27	KOAT	11/04/18	11/04/18	Action 7 News @ 5p	5-530p		:30			P-5		NM	1	\$300.00
Class of Time - Pre-emptible with notice														
Week: 10/29/18		11/04/18	11/04/18	-----1				1	\$300.00					
N 28	KOAT	11/05/18	11/05/18	DWTS	7-10p		:30			P-5		NM	1	\$1,300.00
Class of Time - Pre-emptible with notice														
Week: 11/05/18		11/11/18	11/11/18	1-----				1	\$1,300.00					
N 29	KOAT	10/30/18	10/30/18	Action 7 News @ 10p	10-1030p		:30			P-1		NM	1	\$1,200.00
Week: 10/29/18		11/04/18	11/04/18	-1-----				1	\$1,200.00					
N 30	KOAT	11/01/18	11/01/18	Action 7 News @ 10p	10-1030p		:30			P-1		NM	1	\$1,200.00
Week: 10/29/18		11/04/18	11/04/18	---1---				1	\$1,200.00					
N 31	KOAT	10/31/18	10/31/18	5a A7N More In The A5-6a			:30			P-5		NM	1	\$175.00
Class of Time - Pre-emptible with notice														
Week: 10/29/18		11/04/18	11/04/18	--1----				1	\$175.00					
N 32	KOAT	11/03/18	11/03/18	Sa 6a A7N More in the 6-9a			:30			P-5		NM	1	\$275.00
Class of Time - Pre-emptible with notice														
Week: 10/29/18		11/04/18	11/04/18	-----1-				1	\$275.00					
N 33	KOAT	11/02/18	11/02/18	5a A7N More In The A5-6a			:30			P-5		NM	1	\$175.00
Class of Time - Pre-emptible with notice														
Week: 10/29/18		11/04/18	11/04/18	----1--				1	\$175.00					
N 34	KOAT	11/06/18	11/06/18	5a A7N More In The A5-6a			:30			P-5		NM	1	\$175.00
Class of Time - Pre-emptible with notice														

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		11/05/18	11/11/18	-1-----	1			\$175.00						

\*Tax 1 Note: New Mexico Tax Rate 7.875%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
10/29/18 - 11/06/18	34	\$19,550.00	(\$2,932.50)	\$16,617.50	\$1,308.63	\$17,926.13
<b>Totals</b>	<b>34</b>	<b>\$19,550.00</b>	<b>(\$2,932.50)</b>	<b>\$16,617.50</b>	<b>\$1,308.63</b>	<b>\$17,926.13</b>

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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REP HEADLINE# 9298506  
\*\*\* UNAPPROVED REV #1 \*\*\*

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

FAX# 610-225-1191  
HARRIS REPORT FROM REP OCT29/18 09.36  
\*\*CHANGES\*\* \*\*\* 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 # 9298506 CLASS: NATL. LOCAL REGIONAL  
PRDCT Y HERRELL 4 CONGRESS EST#5808 COMMENTS: (LINE, ORDER, INVOICE) \_\_\_\_\_  
FLIGHT DATES OCT27/18 NOV6/18 WK-2  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT29/18 09.36

REP: REVISED ORDER TO START 10.30  
\*\*CLIENT: Y HERRELL FOR CONGRESS\*\*  
TOTAL IS \$19,550  
PLEASE CONFIRM  
THANKS EMILY

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

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
AGENCY ADVERTISER CODE = 1307 AGENCY EST# = 5808												
AGENCY PRODUCT CODE = 1968												
2	S		700A-900A	30		\$750.00	10/29	10/29	0		MON	0
PROGRAM : GOOD MORNING AMERICA												
RA35+ : 3.6												
CON COM1: GOOD MORNING AMERICA												
3	S		700A-900A	30		\$750.00	10/30	10/30	1		TUE	1
PROGRAM : GOOD MORNING AMERICA												
RA35+ : 3.6												
CON COM1: GOOD MORNING AMERICA												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT29/18 09.36  
\*\*CHANGES\*\* \*\*\* KOAT-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5	S		700A-900A	30		\$750.00	11/1	11/1	1		THU	1
PROGRAM : GOOD MORNING AMERICA RA35+ : 3.6 CON COM1: GOOD MORNING AMERICA												
7	S		700A-900A	30		\$750.00	11/5	11/5	1		MON	1
PROGRAM : GOOD MORNING AMERICA RA35+ : 3.6 CON COM1: GOOD MORNING AMERICA												
10	S		900A-1000A	30		\$225.00	10/28	10/28	0		SUN	0
PROGRAM : THIS WEEK RA35+ : 2.5 CON COM1: THIS WEEK												
12	S		430A-459A	30		\$50.00	11/6	11/6	0		TUE	0
PROGRAM : ACTION 7 NEWS - 430A RA35+ : 1.0 CON COM1: ACTION 7 NEWS - 430A												
14	S		900A-1000A	30		\$150.00	10/31	10/31	1		WED	1
PROGRAM : LIVE WITH KELLY RA35+ : 2.7 CON COM1: LIVE WITH KELLY												
16	S		900A-1000A	30		\$150.00	11/2	11/2	1		FRI	1
PROGRAM : LIVE WITH KELLY RA35+ : 2.7 CON COM1: LIVE WITH KELLY												
19	S		530P-600P	30		\$1,000.00	10/29	10/29	0		MON	0
PROGRAM : ABC WORLD NEWS TONIGHT RA35+ : 5.5 CON COM1: ABC WORLD NEWS TONIGHT												
21	S		530P-600P	30		\$1,000.00	10/31	10/31	1		WED	1
PROGRAM : ABC WORLD NEWS TONIGHT RA35+ : 5.5 CON COM1: ABC WORLD NEWS TONIGHT												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT29/18 09.36  
\*\*CHANGES\*\* \*\*\* KOAT-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23	S		500A-600A	30		\$175.00	10/29	10/29	0		MON	0
PROGRAM : ACTION 7 NEWS - 5A												
RA35+ : 1.7												
CON COM1: ACTION 7 NEWS - 5A												
26	S		600P-630P	30		\$850.00	10/29	10/29	0		MON	0
PROGRAM : ACTION 7 NEWS AT 6P												
RA35+ : 4.3												
CON COM1: ACTION 7 NEWS AT 6P												
27	S		600P-630P	30		\$850.00	10/31	10/31	1		WED	1
PROGRAM : ACTION 7 NEWS AT 6P												
RA35+ : 4.3												
CON COM1: ACTION 7 NEWS AT 6P												
31	S		500P-530P	30		\$225.00	10/27	10/27	0		SAT	0
PROGRAM : ACTION7 NEWS LIVE AT 5												
RA35+ : 4.9												
CON COM1: ACTION7 NEWS LIVE AT 5												
33	S		530P-600P	30		\$225.00	10/27	10/27	0		SAT	0
PROGRAM : ACTION7 NEWS 6(FTBALL)												
RA35+ : 4.2												
CON COM1: ACTION7 NEWS 6(FTBALL)												
34	S		500A-600A	30		\$175.00	10/30	10/30	1		TUE	1
PROGRAM : ACTION 7 NEWS - 5A												
RA35+ : 1.7												
CON COM1: ACTION 7 NEWS - 5A												
35	S		530P-600P	30		\$225.00	11/3	11/3	0		SAT	0
PROGRAM : ACTION7 NEWS 6(FTBALL)												
RA35+ : 4.2												
CON COM1: ACTION7 NEWS 6(FTBALL)												
36	S		500P-530P	30		\$300.00	10/28	10/28	0		SUN	0
PROGRAM : ACTION7 NEWS LIVE AT 5												
RA35+ : 4.4												
CON COM1: ACTION7 NEWS LIVE AT 5												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT29/18 09.36  
\*\*CHANGES\*\* \*\*\* KOAT-TV \*\*\*

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:RATE:	:START	:END	:SPTS:	WEEK	:DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	:DATE	:DATE	: /WK:	INVT	:	:SPTS:
37	S		500P-530P	30		\$300.00	11/4	11/4	1		SUN	1
PROGRAM : ACTION7 NEWS LIVE AT 5												
RA35+ : 4.4												
CON COM1: ACTION7 NEWS LIVE AT 5												
38	S		700P-900P	30		\$1,300.00	10/29	10/29	0		MON	0
PROGRAM : BACHELOR-PARADISE												
RA35+ : 4.9												
CON COM1: BACHELOR-PARADISE												
40	S		1000P-1030P	30		\$1,200.00	10/29	10/29	0		MON	0
PROGRAM : ACTION 7 NEWS AT 10P												
RA35+ : 3.5												
CON COM1: ACTION 7 NEWS AT 10P												
42	S		1000P-1030P	30		\$1,200.00	10/31	10/31	0		WED	0
PROGRAM : ACTION 7 NEWS AT 10P												
RA35+ : 3.5												
CON COM1: ACTION 7 NEWS AT 10P												
44	S		1000P-1030P	30		\$1,200.00	11/2	11/2	0		FRI	0
PROGRAM : ACTION 7 NEWS AT 10P												
RA35+ : 3.5												
CON COM1: ACTION 7 NEWS AT 10P												
47	S		900P-1000P	30		\$1,000.00	10/29	10/29	0		MON	0
PROGRAM : THE INHUMANS-FALL												
RA35+ : 5.5												
CON COM1: THE INHUMANS-FALL												
48	S		500A-600A	30		\$175.00	11/1	11/1	0		THU	0
PROGRAM : ACTION 7 NEWS - 5A												
RA35+ : 1.7												
CON COM1: ACTION 7 NEWS - 5A												
50	S		500A-600A	30		\$175.00	11/5	11/5	0		MON	0
PROGRAM : ACTION 7 NEWS - 5A												
RA35+ : 1.7												
CON COM1: ACTION 7 NEWS - 5A												



REP HEADLINE# 9298506  
\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT29/18 09.36  
\*\*CHANGES\*\* \*\*\* KOAT-TV \*\*\*

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS
51	S		500A-600A	30		\$175.00	11/6	11/6	1		TUE	1

PROGRAM : ACTION 7 NEWS - 5A  
RA35+ : 1.7  
CON COM1: ACTION 7 NEWS - 5A

OCT/18 \$ .00 NOV/18 19550.00

CONTRACT TOTAL 19550.00  
TOTAL SPOTS 34

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# 9298506  
\*\*\* ORIGINAL REV#0 \*\*\*

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

FAX# 610-225-1191  
HARRIS REPORT FROM REP  
OCT29/18 09.31  
\*\*\* 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 # 9298506 CLASS: NATL. LOCAL REGIONAL

PRDCT Y HERRELL 4 CONGRESS EST#5808 COMMENTS: (LINE, ORDER, INVOICE) \_\_\_\_\_

FLIGHT DATES OCT27/18 NOV6/18 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT29/18 09.31

REP: THIS IS A NEW ORDER  
\*\*CLIENT: Y HERRELL FOR CONGRESS\*\*  
TOTAL IS \$19,550  
PLEASE CONFIRM  
THANKS EMILY

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

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
AGENCY ADVERTISER CODE = 1307 AGENCY EST# = 5808												
AGENCY PRODUCT CODE = 1968												
1			430A-459A	30		\$50.00	11/5	11/5	1		MON	1
PROGRAM : ACTION 7 NEWS - 430A												
RA35+ : 1.0												
CON COM1: ACTION 7 NEWS - 430A												
2			700A-900A	30		\$750.00	10/29	10/29	1		MON	1
PROGRAM : GOOD MORNING AMERICA												
RA35+ : 3.6												
CON COM1: GOOD MORNING AMERICA												

REP: TEL# 610-293-4100

FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

HARRIS REPORT FROM REP

OCT29/18 09.31

\*\*\* KOAT-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A	30		\$750.00	10/30	10/30	0		TUE	0
PROGRAM : GOOD MORNING AMERICA												
RA35+ : 3.6												
CON COM1: GOOD MORNING AMERICA												
4			700A-900A	30		\$750.00	10/31	10/31	1		WED	1
PROGRAM : GOOD MORNING AMERICA												
RA35+ : 3.6												
CON COM1: GOOD MORNING AMERICA												
5			700A-900A	30		\$750.00	11/1	11/1	0		THU	0
PROGRAM : GOOD MORNING AMERICA												
RA35+ : 3.6												
CON COM1: GOOD MORNING AMERICA												
6			700A-900A	30		\$750.00	11/2	11/2	1		FRI	1
PROGRAM : GOOD MORNING AMERICA												
RA35+ : 3.6												
CON COM1: GOOD MORNING AMERICA												
7			700A-900A	30		\$750.00	11/5	11/5	0		MON	0
PROGRAM : GOOD MORNING AMERICA												
RA35+ : 3.6												
CON COM1: GOOD MORNING AMERICA												
8			700A-900A	30		\$750.00	11/6	11/6	1		TUE	1
PROGRAM : GOOD MORNING AMERICA												
RA35+ : 3.6												
CON COM1: GOOD MORNING AMERICA												
9			600A-900A	30		\$275.00	11/3	11/3	1		SAT	1
PROGRAM : ACTION 7 NEWS MORNING												
RA35+ : 2.8												
CON COM1: ACTION 7 NEWS MORNING												
10			900A-1000A	30		\$225.00	10/28	10/28	1		SUN	1
PROGRAM : THIS WEEK												
RA35+ : 2.5												
CON COM1: THIS WEEK												

REP HEADLINE# 9298506  
\*\*\* ORIGINAL REV#0 \*\*\*

FAX# 610-225-1191

CREDIT RISK !!!

HARRIS REPORT FROM REP

\* \* \* KOAT-TV \* \* \*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			900A-1000A	30		\$225.00	11/4	11/4	1		SUN	1
PROGRAM : THIS WEEK RA35+ : 2.5 CON COM1: THIS WEEK												
12			430A-459A	30		\$50.00	11/6	11/6	0		TUE	0
PROGRAM : ACTION 7 NEWS - 430A RA35+ : 1.0 CON COM1: ACTION 7 NEWS - 430A												
13			900A-1000A	30		\$150.00	10/30	10/30	1		TUE	1
PROGRAM : LIVE WITH KELLY RA35+ : 2.7 CON COM1: LIVE WITH KELLY												
14			900A-1000A	30		\$150.00	10/31	10/31	0		WED	0
PROGRAM : LIVE WITH KELLY RA35+ : 2.7 CON COM1: LIVE WITH KELLY												
15			900A-1000A	30		\$150.00	11/1	11/1	1		THU	1
PROGRAM : LIVE WITH KELLY RA35+ : 2.7 CON COM1: LIVE WITH KELLY												
16			900A-1000A	30		\$150.00	11/2	11/2	0		FRI	0
PROGRAM : LIVE WITH KELLY RA35+ : 2.7 CON COM1: LIVE WITH KELLY												
17			900A-1000A	30		\$150.00	11/5	11/5	1		MON	1
PROGRAM : LIVE WITH KELLY RA35+ : 2.7 CON COM1: LIVE WITH KELLY												
18			900A-1000A	30		\$150.00	11/6	11/6	1		TUE	1
PROGRAM : LIVE WITH KELLY RA35+ : 2.7 CON COM1: LIVE WITH KELLY												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT29/18 09.31  
\*\*\* KOAT-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			530P-600P	30		\$1,000.00	10/29	10/29	0		MON	0
PROGRAM : ABC WORLD NEWS TONIGHT RA35+ : 5.5 CON COM1: ABC WORLD NEWS TONIGHT												
20			530P-600P	30		\$1,000.00	10/30	10/30	1		TUE	1
PROGRAM : ABC WORLD NEWS TONIGHT RA35+ : 5.5 CON COM1: ABC WORLD NEWS TONIGHT												
21			530P-600P	30		\$1,000.00	10/31	10/31	0		WED	0
PROGRAM : ABC WORLD NEWS TONIGHT RA35+ : 5.5 CON COM1: ABC WORLD NEWS TONIGHT												
22			530P-600P	30		\$1,000.00	11/1	11/1	1		THU	1
PROGRAM : ABC WORLD NEWS TONIGHT RA35+ : 5.5 CON COM1: ABC WORLD NEWS TONIGHT												
23			500A-600A	30		\$175.00	10/29	10/29	1		MON	1
PROGRAM : ACTION 7 NEWS - 5A RA35+ : 1.7 CON COM1: ACTION 7 NEWS - 5A												
24			530P-600P	30		\$1,000.00	11/2	11/2	1		FRI	1
PROGRAM : ABC WORLD NEWS TONIGHT RA35+ : 5.5 CON COM1: ABC WORLD NEWS TONIGHT												
25			530P-600P	30		\$1,000.00	11/5	11/5	1		MON	1
PROGRAM : ABC WORLD NEWS TONIGHT RA35+ : 5.5 CON COM1: ABC WORLD NEWS TONIGHT												
26			600P-630P	30		\$850.00	10/29	10/29	1		MON	1
PROGRAM : ACTION 7 NEWS AT 6P RA35+ : 4.3 CON COM1: ACTION 7 NEWS AT 6P												

REP HEADLINE# 9298506  
\*\*\* ORIGINAL REV#0 \*\*\*

FAX# 610-225-1191

CREDIT RISK !!!

HARRIS REPORT FROM REP

\* \* \* KOAT-TV \* \* \*

:LINE#:	REP :	CD :	TIME PERIOD :	LGTH :	SEC :	RATE :	START :	END :	SPTS:	WEEK :	DAYS :	TOTL:
:	:LINE#:	:	:	:	:	:	DATE :	DATE :	/WK:	INVT :	:	:SPTS:
27			600P-630P	30		\$850.00	10/31	10/31	0		WED	0
PROGRAM : ACTION 7 NEWS AT 6P												
RA35+ : 4.3												
CON COM1: ACTION 7 NEWS AT 6P												
28			600P-630P	30		\$850.00	11/1	11/1	1		THU	1
PROGRAM : ACTION 7 NEWS AT 6P												
RA35+ : 4.3												
CON COM1: ACTION 7 NEWS AT 6P												
29			600P-630P	30		\$850.00	11/2	11/2	1		FRI	1
PROGRAM : ACTION 7 NEWS AT 6P												
RA35+ : 4.3												
CON COM1: ACTION 7 NEWS AT 6P												
30			600P-630P	30		\$850.00	11/5	11/5	1		MON	1
PROGRAM : ACTION 7 NEWS AT 6P												
RA35+ : 4.3												
CON COM1: ACTION 7 NEWS AT 6P												
31			500P-530P	30		\$225.00	10/27	10/27	1		SAT	1
PROGRAM : ACTION7 NEWS LIVE AT 5												
RA35+ : 4.9												
CON COM1: ACTION7 NEWS LIVE AT 5												
32			500P-530P	30		\$225.00	11/3	11/3	1		SAT	1
PROGRAM : ACTION7 NEWS LIVE AT 5												
RA35+ : 4.9												
CON COM1: ACTION7 NEWS LIVE AT 5												
33			530P-600P	30		\$225.00	10/27	10/27	1		SAT	1
PROGRAM : ACTION7 NEWS 6(FTBALL)												
RA35+ : 4.2												
CON COM1: ACTION7 NEWS 6(FTBALL)												
34			500A-600A	30		\$175.00	10/30	10/30	0		TUE	0
PROGRAM : ACTION 7 NEWS - 5A												
RA35+ : 1.7												
CON COM1: ACTION 7 NEWS - 5A												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT29/18 09.31  
\*\*\* KOAT-TV \*\*\*

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPTS:
35			530P-600P	30		\$225.00	11/3	11/3	1		SAT	1
PROGRAM : ACTION7 NEWS 6(FTBALL)												
RA35+ : 4.2												
CON COM1: ACTION7 NEWS 6(FTBALL)												
36			500P-530P	30		\$300.00	10/28	10/28	2		SUN	2
PROGRAM : ACTION7 NEWS LIVE AT 5												
RA35+ : 4.4												
CON COM1: ACTION7 NEWS LIVE AT 5												
37			500P-530P	30		\$300.00	11/4	11/4	2		SUN	2
PROGRAM : ACTION7 NEWS LIVE AT 5												
RA35+ : 4.4												
CON COM1: ACTION7 NEWS LIVE AT 5												
38			700P-900P	30		\$1,300.00	10/29	10/29	0		MON	0
PROGRAM : BACHELOR-PARADISE												
RA35+ : 4.9												
CON COM1: BACHELOR-PARADISE												
39			700P-900P	30		\$1,300.00	11/5	11/5	1		MON	1
PROGRAM : DANCING WITH STARS-FAL												
RA35+ : 4.9												
CON COM1: DANCING WITH STARS-FAL												
40			1000P-1030P	30		\$1,200.00	10/29	10/29	0		MON	0
PROGRAM : ACTION 7 NEWS AT 10P												
RA35+ : 3.5												
CON COM1: ACTION 7 NEWS AT 10P												
41			1000P-1030P	30		\$1,200.00	10/30	10/30	1		TUE	1
PROGRAM : ACTION 7 NEWS AT 10P												
RA35+ : 3.5												
CON COM1: ACTION 7 NEWS AT 10P												
42			1000P-1030P	30		\$1,200.00	10/31	10/31	0		WED	0
PROGRAM : ACTION 7 NEWS AT 10P												
RA35+ : 3.5												
CON COM1: ACTION 7 NEWS AT 10P												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT29/18 09.31  
\*\*\* KOAT-TV \*\*\*

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:RATE	:START	:END	:SPTS:	WEEK	:DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	:DATE	:DATE	: /WK:	INVT	:	:SPTS:
43			1000P-1030P	30		\$1,200.00	11/1	11/1	1		THU	1
PROGRAM : ACTION 7 NEWS AT 10P												
RA35+ : 3.5												
CON COM1: ACTION 7 NEWS AT 10P												
44			1000P-1030P	30		\$1,200.00	11/2	11/2	0		FRI	0
PROGRAM : ACTION 7 NEWS AT 10P												
RA35+ : 3.5												
CON COM1: ACTION 7 NEWS AT 10P												
45			500A-600A	30		\$175.00	10/31	10/31	1		WED	1
PROGRAM : ACTION 7 NEWS - 5A												
RA35+ : 1.7												
CON COM1: ACTION 7 NEWS - 5A												
46			600A-900A	30		\$275.00	11/3	11/3	1		SAT	1
PROGRAM : A7N BALLOON FIESTA 6A												
RA35+ : 3.7												
CON COM1: A7N BALLOON FIESTA 6A												
47			900P-1000P	30		\$1,000.00	10/29	10/29	1		MON	1
PROGRAM : THE INHUMANS-FALL												
RA35+ : 5.5												
CON COM1: THE INHUMANS-FALL												
48			500A-600A	30		\$175.00	11/1	11/1	0		THU	0
PROGRAM : ACTION 7 NEWS - 5A												
RA35+ : 1.7												
CON COM1: ACTION 7 NEWS - 5A												
49			500A-600A	30		\$175.00	11/2	11/2	1		FRI	1
PROGRAM : ACTION 7 NEWS - 5A												
RA35+ : 1.7												
CON COM1: ACTION 7 NEWS - 5A												
50			500A-600A	30		\$175.00	11/5	11/5	1		MON	1
PROGRAM : ACTION 7 NEWS - 5A												
RA35+ : 1.7												
CON COM1: ACTION 7 NEWS - 5A												



REP HEADLINE# 9298506  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT29/18 09.31  
\*\*\* KOAT-TV \*\*\*

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
51			500A-600A	30		\$175.00	11/6	11/6	0		TUE	0
PROGRAM : ACTION 7 NEWS - 5A												
RA35+ : 1.7												
CON COM1: ACTION 7 NEWS - 5A												
OCT/18	\$1,275.00		NOV/18	18275.00						CONTRACT TOTAL		19550.00
										TOTAL SPOTS		37

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI  
DEMOS- RA35+\*

AGREEMENT FORM FOR  
POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**      ☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	KOAT-TV 3801 Carlisle Blvd NE Albuquerque, NM 87107	<b>Date:</b>	10/29/18
------------------------------	---	--------------	----------

I, Strategic Media Placement

being/on behalf of: Yvette Herrell

a legally qualified candidate of the Republican Party

political party for the office of: New Mexico Congressional District 2  
in the General Election

election to be held on: November 6, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			SEE ATTACHED		

<b>Attach proposed schedule with charges (if available): \$19550</b>
--

I represent that the payment for the above described broadcast time has been furnished by:

Yvette Herrell for Congress

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Phil Pearce

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

9/19/18

Date

PM

Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

10-29-18

Marcus Liburdi

NSM

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Strategic Media Placement  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:


☒ does ☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

	
signature of candidate or authorized committee	
Hartwell Marable	9/25/18

printed name

date

**AGREED UPON SCHEDULE**

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (Identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.