

CONTRACT



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

www.koat.com

And:

Strategic Media Placement OH
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 1801140 /		<u>Alt Order #</u> 09282142
<u>Product</u> Candidate		
<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> 10/16/18 / 10/16/18
<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-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agv 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 50	KOAT	10/20/18	10/20/18	Action 7 News @ 5p S5-530p			:30			P-5		NM	1	\$225.00
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 @ 5p Sat	5-530p	-----Sa--	:30		\$225.00			NM		
See MG 50.2														
2	KOAT	10/17/18-10/20/18		M-F A7N @ 4p	4-5p	---WThF----	:30		\$225.00			NM		
Ⓜ MG for 50.1 10/20														
N 52	KOAT	10/20/18	10/20/18	Action 7 News @ 530p530-6p			:30			P-5		NM	1	\$225.00
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 STUI5-530P		-----Sa--	:30		\$225.00			NM		
Ⓜ MG for 52.1 10/20														
Totals									0.00				70	\$25,000.00

*Tax 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	70	\$25,000.00	(\$3,750.00)	\$21,250.00	\$1,673.44	\$22,923.44
Totals	70	\$25,000.00	(\$3,750.00)	\$21,250.00	\$1,673.44	\$22,923.44

Signature: _____ Date: _____

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

This contract is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: www.hearst.com/newsroom/hearst-television-advertising-sales

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.

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# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT16/18 16.12
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 # 9282142 CLASS: NATL. LOCAL REGIONAL

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

FLIGHT DATES OCT10/18 OCT23/18 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT16/18 16.12

REP: M2 AND 3 APPLIED - MKGD ON LN 73-74
TOTAL IS \$25,000
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
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

AGENCY ADVERTISER CODE = 1307 AGENCY EST# = 5685
AGENCY PRODUCT CODE = 1968

50	S		500P-530P	30		\$225.00	10/20	10/20	0		SAT	0
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PROGRAM : ACTION7 NEWS LIVE AT 5
RA35+ : 4.9
CON COM1 : ACTION7 NEWS LIVE AT 5

74	A		400P-500P	30		\$225.00	10/17	10/19	1		W-F	1
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PROGRAM : NEWS
RA35+ : 4.9
ORD COM1 : PLEASE ADVISE ASAP ON MG OFFER
THIS IS A MAKE-GOOD FOR OCT20 ON LINE-50 FOR 1 SPOT/WK

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

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT16/18 16.12
*** CHANGES *** ** KOAT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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52	S		530P-600P	30		\$225.00	10/20	10/20	0		SAT	0
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PROGRAM : ACTION7 NEWS 6(FTBALL)
RA35+ : 4.2
CON COM1: ACTION7 NEWS 6(FTBALL)

73	A		500P-530P	30		\$225.00	10/20	10/20	1		SAT	1
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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
STATION MAKEGOOD OFFERS:

M2	OK'D	BUY#52	MISSED: SAT/530P-600P				OCT20		30S	\$225.00	(OCT15/18)	
			OFFER: SAT/500P-530P				OCT20		30S	\$225.00	PLS ADVISE.	
			CMT: PLEASE ADVISE ASAP ON MG OFFER									

M3	OK'D	BUY#50	MISSED: SAT/500P-530P				OCT20		30S	\$225.00	(OCT16/18)	
			OFFER: W-F/400P-500P				OCT17		30S	\$225.00	PLS ADVISE.	
			CMT: PLEASE ADVISE ASAP ON MG OFFER									

OCT/18			25000.00									
CONTRACT TOTAL											25000.00	
TOTAL SPOTS											70	

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# 1: APPROVED REV #0 \$\$\$

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

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM STATION OCT15/18 18.33
*** 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

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT15/18 18.33

STA:

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

STATION MAKEGOOD OFFERS:

M2 UNRESL BUY#52 MISSED: SAT/530P-600P OCT20 30S \$225.00 (OCT15/18)
OFFER: SAT/500P-530P OCT20 30S \$225.00 PLS ADVISE.
CMT: PLEASE ADVISE ASAP ON MG OFFER

CONTRACT TOTAL 25000.00
TOTAL SPOTS 70

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT16/18 10.00
*** KOAT-TV ***

REP HEADLINE# 9282142 TRF# 1801140
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$

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

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT16/18 10.00

STA:

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

STATION MAKEGOOD OFFERS:

M2 UNRESL BUY#52 MISSED: SAT/530P-600P OCT20 30S \$225.00 (OCT15/18)

OFFER: SAT/500P-530P OCT20 30S \$225.00 PLS ADVISE.
CMT: PLEASE ADVISE ASAP ON MG OFFER

M3 UNRESL BUY#50 MISSED: SAT/500P-530P OCT20 30S \$225.00 (OCT16/18)

OFFER: W-F/400P-500P OCT17 30S \$225.00 PLS ADVISE.
CMT: PLEASE ADVISE ASAP ON MG OFFER

CONTRACT TOTAL 25000.00
TOTAL SPOTS 70