CONTRACT



Los Angeles KTLA 5000 Riverside Drive Building 5 Suite 200 Irving, TX 75093 (323) 460-5500

And:

Sadler Strategic Media Inc 12103 Viewcrest Road Studio City, CA 91604

	Contract / Revision			Alt Order #				
	3534097	/		WOC1359	6120			
Advertiser	ertiser			Original Date / Revision				
POL/Gavin Newsom/Governor/CA/Dem			0	5/05/22	/ 05/05/22			
Contract Dates	Estimate #							
05/09/22 - 05/15/22	2625							
Product	8							
CA GOVERNOR 2022								
Order Brand	Billing Cycle	Billing	Cal	endar	Cash/Trade			
	EOM	Broadcast			Cash			
	Property	Account Executive			Sales Office			
	KTLA KTLA L			al House	Los Angeles Loo			
	Special Hand			•				
	Demographic							
	Adults 35+							
		1			<u>Total Ratings</u>			
					124.90			
	Agy Code	Advert	Advertiser Code		Product 1/2			
	9917619	387 Advertise			525			
	Agency Ref			Advertiser	Ref			
	Spote/							

	Start/End	Spots/		
*Line Ch Start Date End Date Description	Time Days	Length Week	Rate Rtn Type Spots	Amount
N 1 KTLA 05/09/22 05/13/22 5:00 AM-5:30 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22 MTwTF 5	5:00 AM-5:30 AM <u>Rate</u> <u>Rating</u> \$475.00 0.70	:30	NM 5	\$2,375.00
N 2 KTLA 05/09/22 05/13/22 5:30 AM-6:00 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 MTWTF 5	5:30 AM-6:00 AM <u>Rate</u> <u>Rating</u> \$475.00 0.70	:30	NM 5	\$2,375.00
N 3 KTLA 05/09/22 05/13/22 6:00 AM-6:30 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22 MTwTF 5	6:00 AM-6:30 AM <u>Rate</u> <u>Rating</u> \$1,100.00 1.20	:30	NM 5	\$5,500.00
N 4 KTLA 05/09/22 05/13/22 6:30 AM-7:00 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22 MTwTF 3	6:30 AM-7:00 AM <u>Rate</u> <u>Rating</u> \$1,100.00 1.20	:30	NM 3	\$3,300.00
N 5 KTLA 05/09/22 05/13/22 M-F 7a-8a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22 MTwTF 5	7a-8a <u>Rate</u> <u>Rating</u> \$1,450.00 1.50	:30	NM 5	\$7,250.00
N 6 KTLA 05/09/22 05/13/22 M-F 7a-8a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22 MTwTF 5	7a-8a <u>Rate</u> <u>Rating</u> \$1,450.00 1.50	:30	NM 5	\$7,250.00
N 7 KTLA 05/09/22 05/13/22 8:00 AM-9:00 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22 MTwTF 5	8:00 AM-9:00 AM <u>Rate</u> <u>Rating</u> \$1,450.00 1.70	:30	NM 5	\$7,250.00
N 8 KTLA 05/09/22 05/13/22 9:00 AM-9:30 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22 MTwTF 5	9:00 AM-9:30 AM <u>Rate</u> <u>Rating</u> \$900.00 1.50	:30	NM 5	\$4,500.00
N 9 KTLA 05/09/22 05/13/22 9:30 AM-10:00 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22 MTwTF 4	9:30 AM-10:00 AM <u>Rate</u> <u>Rating</u> \$900.00 1.50	:30	NM 4	\$3,600.00
N 10 KTLA 05/09/22 05/13/22 10:00 AM-10:30 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22 MTwTF 3	10:00 AM-10:30 AN <u>Rate</u> <u>Rating</u> \$700.00 1.40	:30	NM 3	\$2,100.00
N 11 KTLA 05/09/22 05/13/22 10:30 AM-11:00 AM Start Date End Date Weekdays Spots/Week	10:30 AM-11:00 AN <u>Rate</u> <u>Rating</u>	:30	NM 2	\$1,400.00

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

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Los Angeles KTLA 5000 Riverside Drive Building 5 Suite 200 Irving, TX 75093 (323) 460-5500		Advertiser POL/Gavin No Contract Date 05/09/22 - 05/	<u>s</u>	Contract / Revision 3534097 / ///////////////////////////////////	WOC13596120 Original Date / Revision 05/05/22 05/05/22 Estimate #		evision
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Start/End Time Rate	Days Rating	Length	Spots/ Week Rate Rtn	Туре	Spots	Amount
Start Date Lind Date Weekdays Spots/Week Week: 05/09/22 05/15/22 MTWTF 2 N 12 KTLA 05/09/22 05/13/22 M-F 12p-1p Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 MTWTF 4	\$700.00 12p-1p <u>Rate</u> \$500.00	1.40	:30		NM	4	\$2,000.00
N 13 KTLA 05/09/22 05/13/22 M-F 1p-2p Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 MTwTF 3	1p-2p <u>Rate</u> \$500.00	Rating 1.10	:30		NM	3	\$1,500.00
N 14 KTLA 05/09/22 05/13/22 M-F 3p-4p Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 MTWTF 4	3p-4p <u>Rate</u> \$500.00	<u>Rating</u> 0.70	:30		NM	4	\$2,000.00
N 15 KTLA 05/09/22 05/13/22 10:00 PM-10:30 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 MTwTF 5	10:00 PM-10 <u>Rate</u> \$850.00		:30		NM	5	\$4,250.00
N 16 KTLA 05/09/22 05/13/22 10:30 PM-11:00 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 MTWTF 5	10:30 PM-11 <u>Rate</u> \$850.00		:30		NM	5	\$4,250.00
N 17 KTLA 05/09/22 05/13/22 11:00 PM-11:35 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 MTWTF 7	11:00 PM-11 <u>Rate</u> \$550.00		:30		NM	7	\$3,850.00
N 18 KTLA 05/09/22 05/14/22 6:00 AM-6:30 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	6:00 AM-6:3 <u>Rate</u> \$400.00		:30		NM	1	\$400.00
N 19 KTLA 05/09/22 05/14/22 6:30 AM-7:00 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	6:30 AM-7:0 <u>Rate</u> \$400.00		:30		NM	1	\$400.00
N 20 KTLA 05/09/22 05/14/22 7:00 AM-7:30 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	7:00 AM-7:3 <u>Rate</u> \$900.00		:30		NM	1	\$900.00
N 21 KTLA 05/09/22 05/14/22 7:30 AM-8:00 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	7:30 AM-8:0 <u>Rate</u> \$900.00	Rating	:30		NM	1	\$900.00
N 22 KTLA 05/09/22 05/14/22 8:00 AM-9:00 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	8:00 AM-9:0 <u>Rate</u> \$900.00	<u>Rating</u>	:30		NM	1	\$900.00
N 23 KTLA 05/09/22 05/14/22 9:00 AM-9:30 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	9:00 AM-9:3 <u>Rate</u> \$1,300.00	Rating	:30		NM	1	\$1,300.00
N 24 KTLA 05/09/22 05/14/22 9:30 AM-10:00 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	9:30 AM-10: <u>Rate</u> \$1,300.00	Rating	:30		NM	1	\$1,300.00
N 25 KTLA 05/09/22 05/14/22 10:00 AM-10:30 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	10:00 AM-10		:30		NM	1	\$800.00
N 26 KTLA 05/09/22 05/14/22 10:30 AM-11:00 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	10:30 AM-11	Rating	:30		NM	1	\$800.00
N 27 KTLA 05/09/22 05/14/22 5:00 PM-5:30 PM Start Date End Date Weekdays Spots/Week	5:00 PM-5:3		:30		NM	1	\$350.00

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Los Angeles KTLA 5000 Riverside Drive Building 5 Suite 200 Irving, TX 75093 (323) 460-5500		Contract / Revision 3534097 /Alt Order WOC1359Advertiser POL/Gavin Newsom/Governor/CA/DemOriginal Date 05/05/22Contract Dates 05/09/22 - 05/15/22Product CA GOVERNOR 2022Estimate = 2625		C13596120 Date / Re 22 / 0 nate <u>#</u>	96120 <u>e / Revision</u> / 05/05/22		
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Start/End Time	Days	Length	Spots/ Week Rate Rtn	Туре	Spots	Amount
Week: 05/09/22 05/15/22 S- 1 N 28 KTLA 05/09/22 05/14/22 5:30 PM-6:00 PM	<u>Rate</u> \$350.00 5:30 PM-6:0	Rating 0.80 0 PM	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1 N 29 KTLA 05/09/22 05/14/22 6:00 PM-6:30 PM	<u>Rate</u> \$350.00 6:00 PM-6:3	Rating 0.80	:30		NM	1	\$500.00
Start DateEnd DateWeekdaysSpots/WeekWeek:05/09/2205/15/22S-1	<u>Rate</u> \$500.00	<u>Rating</u> 0.80					\$000.00
N 30 KTLA 05/09/22 05/14/22 6:30 PM-7:00 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	6:30 PM-7:0 <u>Rate</u> \$500.00		:30		NM	1	\$500.00
N 31 KTLA 05/09/22 05/14/22 10:00 PM-10:30 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 5- 1	10:00 PM-10 <u>Rate</u> \$700.00		:30		NM	1	\$700.00
N 32 KTLA 05/09/22 05/14/22 10:30 PM-11:00 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	10:30 PM-11 <u>Rate</u> \$700.00		:30		NM	1	\$700.00
N 33 KTLA 05/09/22 05/14/22 11:00 PM-11:30 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	11:00 PM-11 <u>Rate</u> \$400.00	:30 PN <u>Rating</u> 0.70	:30		NM	1	\$400.00
N 34 KTLA 05/09/22 05/14/22 Sports Final Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S- 1	1135p-1205a <u>Rate</u> \$350.00	a <u>Rating</u> 0.30	:30		NM	1	\$350.00
N 35 KTLA 05/09/22 05/15/22 6:30 AM-7:00 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	6:30 AM-7:0 <u>Rate</u> \$400.00	0 AM <u>Rating</u> 0.60	:30		NM	1	\$400.00
N 36 KTLA 05/09/22 05/15/22 7:30 AM-8:00 AM <u>Start Date</u> End Date Weekdays Spots/Week Week: 05/09/22 05/15/22S 1	7:30 AM-8:0 <u>Rate</u> \$900.00	0 AM <u>Rating</u> 1.30	:30		NM	1	\$900.00
N 37 KTLA 05/09/22 05/15/22 8:00 AM-9:00 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	8:00 AM-9:0 <u>Rate</u> \$900.00	Rating	:30		NM	1	\$900.00
N 38 KTLA 05/09/22 05/15/22 9:00 AM-9:30 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	9:00 AM-9:3	D AM	:30		NM	1	\$1,300.00
N 39 KTLA 05/09/22 05/15/22 9:30 AM-10:00 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	9:30 AM-10:		:30		NM	1	\$1,300.00
N 40 KTLA 05/09/22 05/15/22 10:00 AM-10:30 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	10:00 AM-10		:30		NM	1	\$800.00
N 41 KTLA 05/09/22 05/15/22 10:30 AM-11:00 AM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	10:30 AM-11		:30		NM	1	\$800.00
N 42 KTLA 05/09/22 05/15/22 5:00 PM-5:30 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	5:00 PM-5:3		:30		NM	1	\$350.00
N 43 KTLA 05/09/22 05/15/22 5:30 PM-6:00 PM Start Date End Date Weekdays Spots/Week	5:30 PM-6:0		:30		NM	1	\$350.00

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Los Angeles KTLA 5000 Riverside Drive				Contract / Revis 3534097 /		<u>Alt Order #</u> WOC13596		
Building 5 Suite 200 Irving, TX 75093 (323) 460-5500		Advertiser POL/Gavin Newsom/Governor/CA/Dem Contract Dates 05/09/22 - 05/15/22 Product CA GOVERN		ernor/CA/Dem		-	iginal Date / Revision)5/05/22 / 05/05/22	
(020) 400-0000				<u>Product</u> CA GOVERNO	R 2022	<u>Estimate #</u> 2625		
*Line Ch Start Date End Date Description	Start/End Time	Days	Length	Spots/ Neek Rate	e Rtn 1	Type Spots	Amount	
Start DateEnd DateWeekdaysSpots/WeekWeek:05/09/2205/15/22S1	<u>Rate</u> \$350.00	<u>Rating</u> 0.80						
N 44 KTLA 05/09/22 05/15/22 6:00 PM-6:30 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	6:00 PM-6:30 <u>Rate</u> \$500.00) PM <u>Rating</u> 0.80	:30			NM 1	\$500.00	
N 45 KTLA 05/09/22 05/15/22 6:30 PM-7:00 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	6:30 PM-7:00 <u>Rate</u> \$500.00) PM <u>Rating</u> 0.80	:30			NM 1	\$500.00	
N 46 KTLA 05/09/22 05/15/22 7:30 PM-8:00 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	7:30 PM-8:00 <u>Rate</u> \$500.00		:30			NM 1	\$500.00	
N 47 KTLA 05/09/22 05/15/22 Sa-Su 10p-11p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22S 1	10p-11p <u>Rate</u> \$700.00	<u>Rating</u> 1.10	:30			NM 1	\$700.00	
N 48 KTLA 05/09/22 05/15/22 10:30 PM-11:00 PM Start Date End Date Weekdays Spots/Week Week: 05/09/22 05/15/22 S 1	10:30 PM-11 <u>Rate</u> \$700.00	:00 PN <u>Rating</u> 1.10	:30			NM 1	\$700.00	
N 49 KTLA 05/09/22 05/15/22 11:00 PM-11:30 PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22S 1	11:00 PM-11 <u>Rate</u> \$400.00	:30 PN <u>Rating</u> 0.70	:30			NM 1	\$400.00	
N 50 KTLA 05/09/22 05/15/22 Sports Final <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/09/22 05/15/22S 1	1135p-1205a <u>Rate</u> \$350.00	a <u>Rating</u> 0.30	:30			NM 1	\$350.00	
		Totals			124.90	108	\$87,050.00	
Time Period # of Spots Gross Amount Ag	gency Comm	. Net An	nount					
	(\$13,057.50)		92.50					
	(\$13,057.50)							
Signature:		Date:						

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