

CONTRACT



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

<u>Contract / Revision</u> 3539242 /		<u>Alt Order #</u> WOC13601594	
<u>Advertiser</u> POL/Gavin Newsom/Governor/CA/Dem		<u>Original Date / Revision</u> 05/11/22 / 05/11/22	
<u>Contract Dates</u> 05/16/22 - 05/22/22	<u>Estimate #</u> 2633		
<u>Product</u> CA GOVERNOR 2022			
<u>Order Brand</u>	<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KTLA	<u>Account Executive</u> KTLA Local House	<u>Sales Office</u> Los Angeles Lo	
<u>Special Handling</u>			
<u>Demographic</u> Adults 35+			
			<u>Total Ratings</u> 108.40
<u>Agency Code</u> 9917619	<u>Advertiser Code</u> 387	<u>Product 1/2</u> 525	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KTLA	05/16/22	05/20/22	5:00 AM-5:30 AM	5:00 AM-5:30 AM		:30				NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				2	\$475.00	0.70			
N 2	KTLA	05/16/22	05/20/22	5:30 AM-6:00 AM	5:30 AM-6:00 AM		:30				NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				3	\$475.00	0.70			
N 3	KTLA	05/16/22	05/20/22	6:00 AM-6:30 AM	6:00 AM-6:30 AM		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				2	\$1,100.00	1.20			
N 4	KTLA	05/16/22	05/20/22	6:30 AM-7:00 AM	6:30 AM-7:00 AM		:30				NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				3	\$1,100.00	1.20			
N 5	KTLA	05/16/22	05/20/22	M-F 7a-8a	7a-8a		:30				NM	3	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				3	\$1,450.00	1.50			
N 6	KTLA	05/16/22	05/20/22	7:30 AM-8:00 AM	7:30 AM-8:00 AM		:30				NM	2	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				2	\$1,450.00	1.50			
N 7	KTLA	05/16/22	05/20/22	8:00 AM-9:00 AM	8:00 AM-9:00 AM		:30				NM	5	\$7,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				5	\$1,450.00	1.70			
N 8	KTLA	05/16/22	05/22/22	M-F 430a-5a	430a-5a		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWT---				5	\$150.00	0.40			
N 9	KTLA	05/16/22	05/20/22	9:00 AM-9:30 AM	9:00 AM-9:30 AM		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				3	\$900.00	1.50			
N 10	KTLA	05/16/22	05/20/22	9:30 AM-10:00 AM	9:30 AM-10:00 AM		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				2	\$900.00	1.50			
N 11	KTLA	05/16/22	05/20/22	10:00 AM-10:30 AM	10:00 AM-10:30 AM		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				2	\$700.00	0.70			

(* 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.

Nexstar Media Group 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. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Advertiser</u> POL/Gavin Newsom/Governor/CA/Dem		<u>Original Date / Revision</u> 05/11/22 / 05/11/22
<u>Contract Dates</u> 05/16/22 - 05/22/22	<u>Product</u> CA GOVERNOR 2022	<u>Estimate #</u> 2633

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				2	\$700.00	1.40			
N 12	KTLA	05/16/22	05/20/22	10:30 AM-11:00 AM	10:30 AM-11:00 AM		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				3	\$700.00	1.40			
N 13	KTLA	05/16/22	05/20/22	11:00 AM-11:30 AM	11:00 AM-11:30 AM		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				3	\$600.00	1.10			
N 14	KTLA	05/16/22	05/20/22	11:30 AM-12:00 PM	11:30 AM-12:00 PM		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				2	\$600.00	1.10			
N 15	KTLA	05/16/22	05/20/22	M-F 12p-1p	12p-1p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				5	\$500.00	1.00			
N 16	KTLA	05/16/22	05/20/22	M-F 1p-2p	1p-2p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				5	\$500.00	1.10			
N 17	KTLA	05/16/22	05/20/22	M-F 3p-4p	3p-4p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				5	\$500.00	0.70			
N 18	KTLA	05/16/22	05/20/22	4:00 PM-4:30 PM	4:00 PM-4:30 PM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				2	\$500.00	0.50			
N 19	KTLA	05/16/22	05/20/22	4:30 PM-5:00 PM	4:30 PM-5:00 PM		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				3	\$500.00	0.50			
N 20	KTLA	05/16/22	05/20/22	10:00 PM-10:30 PM	10:00 PM-10:30 PM		:30				NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				5	\$850.00	1.20			
N 21	KTLA	05/16/22	05/20/22	10:30 PM-11:00 PM	10:30 PM-11:00 PM		:30				NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				5	\$850.00	1.20			
N 22	KTLA	05/16/22	05/20/22	11:00 PM-11:35 PM	11:00 PM-11:35 PM		:30				NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				3	\$550.00	0.90			
N 23	KTLA	05/16/22	05/20/22	11:35 PM-12:05 XM	11:35 PM-12:05 XM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	MTWTF--				2	\$450.00	0.50			
N 24	KTLA	05/16/22	05/21/22	6:30 AM-7:00 AM	6:30 AM-7:00 AM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$400.00	0.60			
N 25	KTLA	05/16/22	05/21/22	7:00 AM-7:30 AM	7:00 AM-7:30 AM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$900.00	1.30			
N 26	KTLA	05/16/22	05/21/22	7:30 AM-8:00 AM	7:30 AM-8:00 AM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$900.00	1.30			
N 27	KTLA	05/16/22	05/21/22	8:00 AM-9:00 AM	8:00 AM-9:00 AM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$900.00	1.30			

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Week:		05/16/22	05/22/22	-----S-				1	\$900.00	1.30			
N 28	KTLA	05/16/22	05/21/22	9:30 AM-10:00 AM	9:30 AM-10:00 AM		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$1,300.00	1.80			
N 29	KTLA	05/16/22	05/21/22	10:00 AM-10:30 AM	10:00 AM-10:30 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$800.00	1.60			
N 30	KTLA	05/16/22	05/21/22	10:30 AM-11:00 AM	10:30 AM-11:00 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$800.00	2.10			
N 31	KTLA	05/16/22	05/21/22	5:00 PM-5:30 PM	5:00 PM-5:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$350.00	0.80			
N 32	KTLA	05/16/22	05/21/22	6:00 PM-6:30 PM	6:00 PM-6:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$500.00	0.80			
N 33	KTLA	05/16/22	05/21/22	10:00 PM-10:30 PM	10:00 PM-10:30 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$700.00	1.10			
N 34	KTLA	05/16/22	05/21/22	10:30 PM-11:00 PM	10:30 PM-11:00 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$700.00	1.10			
N 35	KTLA	05/16/22	05/21/22	11:00 PM-11:30 PM	11:00 PM-11:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$400.00	0.70			
N 36	KTLA	05/16/22	05/21/22	Sports Final	1135p-1205a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S-				1	\$350.00	0.30			
N 37	KTLA	05/16/22	05/22/22	6:30 AM-7:00 AM	6:30 AM-7:00 AM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$400.00	0.60			
N 38	KTLA	05/16/22	05/22/22	7:30 AM-8:00 AM	7:30 AM-8:00 AM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$900.00	1.30			
N 39	KTLA	05/16/22	05/22/22	8:00 AM-9:00 AM	8:00 AM-9:00 AM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$900.00	1.30			
N 40	KTLA	05/16/22	05/22/22	9:00 AM-9:30 AM	9:00 AM-9:30 AM		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$1,300.00	1.80			
N 41	KTLA	05/16/22	05/22/22	9:30 AM-10:00 AM	9:30 AM-10:00 AM		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$1,300.00	1.80			
N 42	KTLA	05/16/22	05/22/22	10:00 AM-10:30 AM	10:00 AM-10:30 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$800.00	1.60			
N 43	KTLA	05/16/22	05/22/22	5:00 PM-5:30 PM	5:00 PM-5:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$350.00				

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<u>Advertiser</u> POL/Gavin Newsom/Governor/CA/Dem		<u>Original Date / Revision</u> 05/11/22 / 05/11/22
<u>Contract Dates</u> 05/16/22 - 05/22/22	<u>Product</u> CA GOVERNOR 2022	<u>Estimate #</u> 2633

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$350.00	0.80			
N 44	KTLA	05/16/22	05/22/22	6:30 PM-7:00 PM	6:30 PM-7:00 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$500.00	0.80			
N 45	KTLA	05/16/22	05/22/22	7:00 PM-7:30 PM	7:00 PM-7:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$500.00	0.70			
N 46	KTLA	05/16/22	05/22/22	Sa-Su 10p-11p	10p-11p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$700.00	1.10			
N 47	KTLA	05/16/22	05/22/22	10:30 PM-11:00 PM	10:30 PM-11:00 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$700.00	1.10			
N 48	KTLA	05/16/22	05/22/22	11:00 PM-11:30 PM	11:00 PM-11:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$400.00	0.70			
N 49	KTLA	05/16/22	05/22/22	Sports Final	1135p-1205a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/16/22	05/22/22	-----S				1	\$350.00	0.30			
Totals											108.40	101	\$73,275.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/25/22 - 05/29/22	101	\$73,275.00	(\$10,991.25)	\$62,283.75
Totals	101	\$73,275.00	(\$10,991.25)	\$62,283.75

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.

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