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 #		
	3547384	1		WOC1361	1832
<u>Advertiser</u>			<u>Ori</u>	ginal Date	Revision Revision
POL/Gavin Newsom/Governor/CA/Dem			C	5/20/22	/ 05/25/22
Contract Dates	Estimate #				
05/23/22 - 05/29/22	2649				
Product Product					
CA GOVERNOR 2022					
Order Brand	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM	Broado	ast		Cash
	<u>Property</u>	Accour	nt E	<u>xecutive</u>	Sales Office
	KTLA	KTLA I	_oc	al House	Los Angeles Loc
	Special Handl	ing			
	<u>Demographic</u>				
	Adults 35+	_			
					Total Ratings
					114.80
	Agy Code	Advert	iser	Code	Product 1/2
	9917619	387			525
	Agency Ref			Advertiser	Ref
				-	

	Start/End	Spots/		
*Line Ch Start Date End Date Description	Time Days	Length Week	Rate Rtn Type Spots	Amount
N 1 KTLA 05/23/22 05/27/22 5:00 AM-5:30 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22 MTWTF 4	5:00 AM-5:30 AM <u>Rate Rating</u> \$475.00 0.70	:30	NM 4	\$1,900.00
N 2 KTLA 05/23/22 05/27/22 5:30 AM-6:00 AM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	5:30 AM-6:00 AM <u>Rate Rating</u> \$475.00 0.70	:30	NM 3	\$1,425.00
N 3 KTLA 05/23/22 05/27/22 6:00 AM-6:30 AM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 4	6:00 AM-6:30 AM <u>Rate</u> <u>Rating</u> \$1,100.00 1.20	:30	NM 4	\$4,400.00
N 4 KTLA 05/23/22 05/27/22 6:30 AM-7:00 AM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 4	6:30 AM-7:00 AM <u>Rate</u> <u>Rating</u> \$1,100.00 1.20	:30	NM 4	\$4,400.00
N 5 KTLA 05/23/22 05/27/22 M-F 7a-8a Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	7a-8a <u>Rate</u> <u>Rating</u> \$1,450.00 1.50	:30	NM 3	\$4,350.00
N 6 KTLA 05/23/22 05/27/22 7:30 AM-8:00 AM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	7:30 AM-8:00 AM <u>Rate</u> <u>Rating</u> \$1,450.00 1.50	:30	NM 3	\$4,350.00
N 7 KTLA 05/23/22 05/27/22 8:00 AM-9:00 AM Start Date	8:00 AM-9:00 AM <u>Rate</u> <u>Rating</u> \$1,450.00 1.70	:30	NM 6	\$8,700.00
N 8 KTLA 05/23/22 05/29/22 M-F 430a-5a Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWT 3	430a-5a <u>Rate</u> <u>Rating</u> \$150.00 0.40	:30	NM 3	\$450.00
N 9 KTLA 05/23/22 05/27/22 9:00 AM-9:30 AM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	9:00 AM-9:30 AM <u>Rate</u> <u>Rating</u> \$900.00 1.50	:30	NM 3	\$2,700.00
N 10 KTLA 05/23/22 05/27/22 9:30 AM-10:00 AM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	9:30 AM-10:00 AM <u>Rate Rating</u> \$900.00 1.50	:30	NM 3	\$2,700.00
N 11 KTLA 05/23/22 05/27/22 10:00 AM-10:30 AM	10:00 AM-10:30 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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| Contract / Revision | Alt Order # | | WOC13611832 |

 Advertiser
 Original Date / Revision

 POL/Gavin Newsom/Governor/CA/Dem
 05/20/22 / 05/25/22

 Contract Dates
 Product
 Estimate #

 05/23/22 - 05/29/22
 CA GOVERNOR 2022
 2649

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 2	<u>Rate</u> <u>Rating</u> \$700.00 1.40			
N 12 KTLA 05/23/22 05/27/22 10:30 AM-11:00 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22 MTWTF 2	10:30 AM-11:00 AN Rate Rating \$700.00 1.40	:30	NM 2	\$1,400.00
N 13 KTLA 05/23/22 05/27/22 11:00 AM-11:30 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22 MTWTF 3	11:00 AM-11:30 AN <u>Rate</u> <u>Rating</u> \$600.00 1.10	:30	NM 3	\$1,800.00
N 14 KTLA 05/23/22 05/27/22 11:30 AM-12:00 PM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	11:30 AM-12:00 PN <u>Rate</u> <u>Rating</u> \$600.00 1.10	:30	NM 3	\$1,800.00
N 15 KTLA 05/23/22 05/27/22 M-F 12p-1p Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	12p-1p <u>Rate</u> <u>Rating</u> \$500.00 1.00	:30	NM 3	\$1,500.00
N 16 KTLA 05/23/22 05/27/22 M-F 1p-2p Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	1p-2p <u>Rate</u> <u>Rating</u> \$500.00 1.10	:30	NM 3	\$1,500.00
N 17 KTLA 05/23/22 05/27/22 M-F 3p-4p Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	3p-4p <u>Rate</u> <u>Rating</u> \$500.00 0.70	:30	NM 3	\$1,500.00
N 18 KTLA 05/23/22 05/27/22 4:00 PM-4:30 PM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	4:00 PM-4:30 PM <u>Rate</u> <u>Rating</u> \$500.00 0.50	:30	NM 3	\$1,500.00
N 19 KTLA 05/23/22 05/27/22 4:30 PM-5:00 PM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 2	4:30 PM-5:00 PM <u>Rate</u> <u>Rating</u> \$500.00 0.50	:30	NM 2	\$1,000.00
N 20 KTLA 05/23/22 05/27/22 M-F 5p-6p News Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	5p-6p <u>Rate</u> <u>Rating</u> \$650.00 0.60	:30	NM 3	\$1,950.00
N 21 KTLA 05/23/22 05/27/22 6:00 PM-6:30 PM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 MTWTF 3	6:00 PM-6:30 PM <u>Rate</u> <u>Rating</u> \$750.00 0.70	:30	NM 3	\$2,250.00
N 22 KTLA 05/23/22 05/27/22 10:00 PM-10:30 PM Start Date	10:00 PM-10:30 PM <u>Rate</u> <u>Rating</u> \$850.00 1.20	:30	NM 4	\$3,400.00
N 23 KTLA 05/23/22 05/27/22 10:30 PM-11:00 PM Start Date	10:30 PM-11:00 PM <u>Rate</u> <u>Rating</u> \$850.00 1.20	:30	NM 4	\$3,400.00
N 24 KTLA 05/23/22 05/27/22 11:00 PM-11:35 PM Start Date	11:00 PM-11:35 PN <u>Rate</u> <u>Rating</u> \$550.00 0.90	:30	NM 4	\$2,200.00
N 25 KTLA 05/23/22 05/28/22 6:00 AM-6:30 AM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22S- 1	6:00 AM-6:30 AM <u>Rate</u> <u>Rating</u> \$400.00 0.60	:30	NM 1	\$400.00
N 26 KTLA 05/23/22 05/28/22 6:30 AM-7:00 AM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 S- 1	6:30 AM-7:00 AM <u>Rate</u> <u>Rating</u> \$400.00 0.60	:30	NM 1	\$400.00
N 27 KTLA 05/23/22 05/28/22 7:00 AM-7:30 AM	7:00 AM-7:30 AM <u>Rate</u> <u>Rating</u>	:30	NM 1	\$900.00

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 Contract / Revision
 Alt Order #

 3547384 /
 WOC13611832

 Contract Dates
 Product
 Estimate #

 05/23/22 - 05/29/22
 CA GOVERNOR 2022
 2649

	Start/End		Spots/		•		
*Line Ch Start Date End Date Description	Time	Days	Length Week	Rate I	Rtn Type 9	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 S- 1	<u>Rate</u> \$900.00	Rating 1.30					
N 28 KTLA 05/23/22 05/28/22 7:30 AM-8:00 AM Start Date		Rating	:30		NM	1	\$900.00
Week: 05/23/22 05/29/22 S- 1 N 29 KTLA 05/23/22 05/28/22 9:00 AM-9:30 AM Start Date End Date Weekdays Spots/Week	\$900.00 9:00 AM-9:30 Rate	1.30 0 AM <u>Rating</u>	:30		NM	1	\$1,300.00
Week: 05/23/22 05/29/22S- 1	\$1,300.00	1.80					
N 30 KTLA 05/23/22 05/28/22 10:00 AM-10:30 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays Spots/Week</u> Week: 05/23/22 05/29/22S- 1	10:00 AM-10 <u>Rate</u> \$800.00	:30 AN <u>Rating</u> 1.60	:30		NM	1	\$800.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 KTLA 05/23/22-05/29/22 10:00 AM-10:30 AM	Start/End Ti			<u>Rate</u> \$800.00	Rtg Type 1.60 <i>NM</i>		
See MG 30.2 2 KTLA 05/28/22-05/28/22 10:30 AM-11:00 AM → MG for 30.1 05/28	10:30 AM-1	1:00 Als	a :30	\$800.00	1.60 NM		
N 31 KTLA 05/23/22 05/28/22 5:00 PM-5:30 PM		Rating	:30		NM	1	\$350.00
Week: 05/23/22 05/29/22S- 1 N 32 KTLA 05/23/22 05/28/22 6:00 PM-6:30 PM Start Pate Field Pate Weekdays Start Week	\$350.00 6:00 PM-6:30		:30		NM	1	\$500.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 05/23/2205/29/22S-1	\$500.00	Rating 0.80					
N 33 KTLA 05/23/22 05/28/22 6:30 PM-7:00 PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22S- 1	6:30 PM-7:00 <u>Rate</u> \$500.00	0 PM <u>Rating</u> 0.80	:30		NM	1	\$500.00
N 34 KTLA 05/23/22 05/28/22 10:00 PM-10:30 PM Start Date	10:00 PM-10 <u>Rate</u> \$700.00		:30		NM	1	\$700.00
N 35 KTLA 05/23/22 05/28/22 11:00 PM-11:30 PM	11:00 PM-11 <u>Rate</u>		:30		NM	1	\$400.00
Week: 05/23/22 05/29/22S- 1 N 36 KTLA 05/23/22 05/28/22 Sports Final	\$400.00 1135p-1205a	0.70	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 S- 1	Rate \$350.00		.30		INIVI	1	φ330.00
N 37 KTLA 05/23/22 05/28/22 Sa 1205a-1235a Start Date	1205a-1235a <u>Rate</u> \$250.00	Rating 0.30	:30		NM	1	\$250.00
N 38 KTLA 05/23/22 05/29/22 6:00 AM-6:30 AM	6:00 AM-6:30		:30		NM	1	\$400.00
Week: 05/23/22 05/29/22S 1 N 39 KTLA 05/23/22 05/29/22 6:30 AM-7:00 AM	\$400.00 6:30 AM-7:00	0.60	:30		NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 S 1	Rate \$400.00		.50		INIVI	'	ψ 1 00.00
N 40 KTLA 05/23/22 05/29/22 7:00 AM-7:30 AM Start Date	7:00 AM-7:30 <u>Rate</u> \$900.00		:30		NM	1	\$900.00
N 41 KTLA 05/23/22 05/29/22 7:30 AM-8:00 AM	7:30 AM-8:00 Rate	O AM <u>Rating</u>	:30		NM	1	\$900.00
Week: 05/23/22 05/29/22S 1	\$900.00	1.30					

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Contract / Revision Alt Order # 3547384 / WOC13611832

Advertiser Original Date / Revision POL/Gavin Newsom/Governor/CA/Dem 05/20/22 / 05/25/22

Contract Dates Product Estimate # 05/23/22 - 05/29/22 CA GOVERNOR 2022 2649

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeS	inots	Amount
N 42 KTLA 05/23/22 05/29/22 8:00 AM-9:00 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22S 1	8:00 AM-9:00 AM Rate Rating \$900.00 1.30	:30	NM NM	1	\$900.00
N 43 KTLA 05/23/22 05/29/22 9:00 AM-9:30 AM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 S 1	9:00 AM-9:30 AM <u>Rate</u> <u>Rating</u> \$1,300.00 1.80	:30	NM	1	\$1,300.00
N 44 KTLA 05/23/22 05/29/22 9:30 AM-10:00 AM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22 S 1	9:30 AM-10:00 AM <u>Rate</u> <u>Rating</u> \$1,300.00 1.80	:30	NM	1	\$1,300.00
N 45 KTLA 05/23/22 05/29/22 10:00 AM-10:30 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22S 1	10:00 AM-10:30 AN <u>Rate</u> <u>Rating</u> \$800.00 1.60	:30	NM	1	\$800.00
N 46 KTLA 05/23/22 05/29/22 10:30 AM-11:00 AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22S 1	10:30 AM-11:00 AN <u>Rate</u> <u>Rating</u> \$800.00 1.60	:30	NM	1	\$800.00
N 47 KTLA 05/23/22 05/29/22 5:00 PM-5:30 PM Start Date End Date Weekdays Spots/Week Week: 05/23/22 05/29/22S 1	5:00 PM-5:30 PM <u>Rate</u> <u>Rating</u> \$350.00 0.80	:30	NM	1	\$350.00
N 48 KTLA 05/23/22 05/29/22 5:30 PM-6:00 PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22S 1	5:30 PM-6:00 PM <u>Rate</u> <u>Rating</u> \$350.00 0.80	:30	NM	1	\$350.00
N 49 KTLA 05/23/22 05/29/22 6:00 PM-6:30 PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22S 1	6:00 PM-6:30 PM <u>Rate</u> <u>Rating</u> \$500.00 0.80	:30	NM	1	\$500.00
N 50 KTLA 05/23/22 05/29/22 6:30 PM-7:00 PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22S 1	6:30 PM-7:00 PM <u>Rate</u> <u>Rating</u> \$500.00 0.80	:30	NM	1	\$500.00
N 51 KTLA 05/23/22 05/29/22 7:00 PM-7:30 PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22S 1	7:00 PM-7:30 PM <u>Rate</u> <u>Rating</u> \$500.00 0.70	:30	NM	1	\$500.00
N 52 KTLA 05/23/22 05/29/22 10:00 PM-10:30 PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22S 1	10:00 PM-10:30 PN <u>Rate</u> <u>Rating</u> \$700.00 1.10	:30	NM	1	\$700.00
N 53 KTLA 05/23/22 05/29/22 10:30 PM-11:00 PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22S 1	10:30 PM-11:00 PN Rate Rating \$700.00 1.10	:30	NM	1	\$700.00
N 54 KTLA 05/23/22 05/29/22 11:00 PM-11:30 PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 05/23/22 05/29/22	11:00 PM-11:30 PN <u>Rate</u> <u>Rating</u> \$400.00 0.70	:30	NM	1	\$400.00
	Totals		114.80	108	\$81,425.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amoun
04/25/22 -05/29/22	108	\$81,425.00	(\$12,213.75)	\$69,211.2
Totals	108	\$81,425.00	(\$12,213.75)	\$69,211.2

Signature:	Date	:

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3547384 /	WOC13611832

Advertiser	Original Date / Revision
POL/Gavin Newsom/Governor/CA/Dem	05/20/22 / 05/25/22

Contract Dates	<u>Product</u>	Estimate #
05/23/22 - 05/29/22	CA GOVERNOR 2022	2649

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