

CONTRACT

KXLY
Kxly 4 News 500 W. Boone Ave
 Spokane, WA 99201
 (509) 324-4000

And:

Waterfront Strategies
 3050 K Street NW - Suite 100
 Washington, DC 20007

| | | |
|--|--|--|
| <u>Contract / Revision</u> 203882 / 1 | | <u>Alt Order #</u> 09273335 |
| <u>Product</u> YES AFFDBL GRceries | | |
| <u>Contract Dates</u> 10/31/18 - 11/06/18 | <u>Estimate #</u> 7334 | |
| <u>Advertiser</u> Yes! to Affordable Groceries | | <u>Original Date / Revision</u> 10/25/18 / 10/25/18 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KXLY | <u>Account Executive</u> TAYLOR FRITSCH | <u>Sales Office</u> HRP WASHING |
| <u>Special Handling</u> Cash in Advance | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 404 | <u>Product Code</u> 431 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---------------|-------------|-------------------|--------------------|--------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-----|-------------|-----------|--------------------|
| 1 | KXLY | 10/31/18 | 11/06/18 | GMNW | 6-7a | | :30 | | | | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/31/18 | 11/06/18 | MTWTF-- | | | | 2 | \$1,000.00 | | | | |
| 2 | KXLY | 10/31/18 | 11/06/18 | GMA | 7-9a | | :30 | | | | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/31/18 | 11/06/18 | MTWTF-- | | | | 2 | \$1,000.00 | | | | |
| 3 | KXLY | 10/31/18 | 11/06/18 | Kelly & Ryan | 9-10a | | :30 | | | | NM | 2 | \$960.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/31/18 | 11/06/18 | MTWTF-- | | | | 2 | \$480.00 | | | | |
| N 4 | KXLY | 10/31/18 | 11/06/18 | M-F News @5p | 5-530p | | :30 | | | | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/31/18 | 11/06/18 | MTWTF-- | | | | 2 | \$800.00 | | | | |
| | <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 | KXLY | 10/31/18-11/06/18 | M-F News @5p | 5-530p | MTuWThF---- | :30 | | \$800.00 | | NM | | |
| | | | See MG 4.3 | | | | | | | | | | |
| | 3 | KXLY | 10/31/18-11/02/18 | M-F News @5p | 5-530p | ---WThF---- | :30 | | \$800.00 | | NM | | |
| | | | Ⓜ MG for 4.1 11/06 | | | | | | | | | | |
| 5 | KXLY | 10/31/18 | 11/06/18 | World News TNT | 530-6p | | :30 | | | | NM | 2 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/31/18 | 11/06/18 | 1---1-- | | | | 2 | \$4,000.00 | | | | |
| 6 | KXLY | 10/31/18 | 11/06/18 | M-F News @6 | 6-630p | | :30 | | | | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/31/18 | 11/06/18 | MTWTF-- | | | | 2 | \$800.00 | | | | |
| 7 | KXLY | 11/04/18 | 11/04/18 | 5p News | 5-530p | | :30 | | | | NM | 1 | \$840.00 |
| | | <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 | \$840.00 | | | | |
| 8 | KXLY | 10/31/18 | 11/06/18 | Late News | 11-1135p | | :30 | | | | NM | 2 | \$1,320.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/31/18 | 11/06/18 | MTWTF-- | | | | 2 | \$660.00 | | | | |
| Totals | | | | | | | | | | | | 15 | \$18,320.00 |

(* 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, on 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. Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams, including specifically Watch ABC. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.

KXLY
 **500 W. Boone Ave**
Spokane, WA 99201
(509) 324-4000

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| <u>Contract / Revision</u> 203882 / 1 | | <u>Alt Order #</u> 09273335 |
| <u>Contract Dates</u> 10/31/18 - 11/06/18 | <u>Product</u> YES AFFDBL GR CERIE | <u>Estimate #</u> 7334 |
| <u>Advertiser</u> Yes! to Affordable Grocer | | <u>Original Date / Revision</u> 10/25/18 / 10/25/18 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|-------------|
| 10/29/18 - 11/06/18 | 15 | \$18,320.00 | (\$2,748.00) | \$15,572.00 |
| Totals | 15 | \$18,320.00 | (\$2,748.00) | \$15,572.00 |

Signature: _____ **Date:** _____

This station 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, national origin or ancestry. Advertiser hereby certifies that it is not buying broadcasting 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, national origin or ancestry. We reserve the right not to accept all copy.

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