

CONTRACT



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

www.koat.com

And:

New Media Firm, The
Attention: Michele Certo
1322 G Street, SE
Washington, DC 20003

<u>Contract / Revision</u> 1792680 /		<u>Alt Order #</u> 09240126
<u>Product</u> Candidate		
<u>Contract Dates</u> 09/25/18 - 10/01/18		<u>Estimate #</u> 5907 XOCHITL FOR NM
<u>Advertiser</u> Torres-Small/D/Congress		<u>Original Date / Revision</u> 10/01/18 / 10/01/18
<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>Agency Ref</u>	<u>Advertiser Ref</u>	
<u>Adv Code</u> 9914371	<u>Advertiser Code</u> 888	<u>Product 1/2</u> 921

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 14	KOAT	09/27/18	09/27/18	Good Morning America	7-9a		:30			P-5		NM	0	\$0.00
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:		09/24/18	09/30/18	---2---	2				\$350.00					
<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	09/24/18-09/30/18		Good Morning America	7-9a	----Th-----	:30		\$350.00			NM	Credited	
2	KOAT	09/24/18-09/30/18		Good Morning America	7-9a	----Th-----	:30		\$350.00			NM	Credited	
N 15	KOAT	09/28/18	09/28/18	Good Morning America	7-9a		:30			P-5		NM	0	\$0.00
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:		09/24/18	09/30/18	----2--	2				\$350.00					
<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	09/24/18-09/30/18		Good Morning America	7-9a	-----F----	:30		\$350.00			NM	Credited	
2	KOAT	09/24/18-09/30/18		Good Morning America	7-9a	-----F----	:30		\$350.00			NM	Credited	
N 25	KOAT	09/27/18	09/27/18	Live with Kelly & Ryan	9-10a		:30			P-5		NM	0	\$0.00
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:		09/24/18	09/30/18	---1---	1				\$150.00					
<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	09/24/18-09/30/18		Live with Kelly & Ryan	9-10a	----Th-----	:30		\$150.00			NM	Credited	
N 26	KOAT	09/28/18	09/28/18	Live with Kelly & Ryan	9-10a		:30			P-5		NM	0	\$0.00
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:		09/24/18	09/30/18	----1--	1				\$150.00					

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Contract / Revision 1792680 /	Alt Order # 09240126
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Contract Dates 09/25/18 - 10/01/18	Product Candidate	Estimate # 5907 XOCHITL FOR NM
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Advertiser Torres-Small/D/Congress	Original Date / Revision 10/01/18 / 10/01/18
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	KOAT	09/24/18-09/30/18		Live with Kelly & Ryan	9-10a	-----F----	:30		\$150.00			NM		
Credited														
N 30	KOAT	09/27/18	09/27/18	The View 10-11a	10-11a		:30			P-5		NM	0	\$0.00
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:		09/24/18	09/30/18	---1---			1	\$150.00						
1	KOAT	09/24/18-09/30/18		The View 10-11a	10-11a	----Th----	:30		\$150.00			NM		
Credited														
N 31	KOAT	09/28/18	09/28/18	The View 10-11a	10-11a		:30			P-5		NM	0	\$0.00
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:		09/24/18	09/30/18	----1--			1	\$150.00						
1	KOAT	09/24/18-09/30/18		The View 10-11a	10-11a	-----F----	:30		\$150.00			NM		
Credited														
N 35	KOAT	09/27/18	09/27/18	DR OZ DAY	11A-12P		:30			P-5		NM	0	\$0.00
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:		09/24/18	09/30/18	---1---			1	\$80.00						
1	KOAT	09/24/18-09/30/18		DR OZ DAY	11A-12P	----Th-----	:30		\$80.00			NM		
Credited														
N 36	KOAT	09/28/18	09/28/18	DR OZ DAY	11A-12P		:30			P-5		NM	0	\$0.00
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:		09/24/18	09/30/18	----1--			1	\$80.00						
1	KOAT	09/24/18-09/30/18		DR OZ DAY	11A-12P	-----F----	:30		\$80.00			NM		
Credited														
N 41	KOAT	09/27/18	09/27/18	GMA DAY	12-1P		:30			P-5		NM	0	\$0.00
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:		09/24/18	09/30/18	---1---			1	\$115.00						
1	KOAT	09/24/18-09/30/18		GMA DAY	12-1P	----Th-----	:30		\$115.00			NM		
Credited														
N 45	KOAT	09/27/18	09/27/18	General Hospital	1-2p		:30			P-5		NM	0	\$0.00
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:		09/24/18	09/30/18	---1---			1	\$150.00						
1	KOAT	09/24/18-09/30/18		General Hospital	1-2p	----Th-----	:30		\$150.00			NM		
Credited														
N 51	KOAT	09/27/18	09/27/18	STEVE HARVEY DAY2-3P			:30			P-5		NM	0	\$0.00
Class of Time - Pre-emptible with notice														

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<u>Contract / Revision</u> 1792680 /	<u>Alt Order #</u> 09240126
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<u>Contract Dates</u> 09/25/18 - 10/01/18	<u>Product</u> Candidate	<u>Estimate #</u> 5907 XOCHITL FOR NM
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<u>Advertiser</u> Torres-Small/D/Congress	<u>Original Date / Revision</u> 10/01/18 / 10/01/18
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>										
Week:		09/24/18	09/30/18	---1---	1										
		<u>Rate</u>	\$80.00												
<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	09/24/18-09/30/18		STEVE HARVEY DAY	2-3P	----Th----	:30		\$80.00			NM			
Credited															
N 57	KOAT	09/27/18	09/27/18	ELLEN EF	3-4p		:30			P-5		NM	0	\$0.00	
Class of Time - Pre-emptible with notice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>										
Week:		09/24/18	09/30/18	---1---	1										
		<u>Rate</u>	\$125.00												
<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	09/24/18-09/30/18		ELLEN EF	3-4p	----Th----	:30		\$125.00			NM			
Credited															
N 64	KOAT	09/27/18	09/27/18	M-F A7N @ 4p	4-5p		:30			P-5		NM	0	\$0.00	
Class of Time - Pre-emptible with notice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>										
Week:		09/24/18	09/30/18	---2---	2										
		<u>Rate</u>	\$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	09/24/18-09/30/18		M-F A7N @ 4p	4-5p	----Th----	:30		\$225.00			NM			
Credited															
2	KOAT	09/24/18-09/30/18		M-F A7N @ 4p	4-5p	----Th----	:30		\$225.00			NM			
Credited															
N 89	KOAT	09/30/18	09/30/18	\$100K PYRAMID	8-9p		:30			P-5		NM	3	\$900.00	
Class of Time - Pre-emptible with notice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>										
Week:		09/24/18	09/30/18	-----1	1										
		<u>Rate</u>	\$900.00												
<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	09/24/18-09/30/18		\$100K PYRAMID	8-9p	-----S1	:30		\$900.00			NM			
See MG 89.2,89.3,89.4,89.5															
2	KOAT	09/29/18-09/29/18		College Football	10a-130p	-----Sa--	:30		\$500.00			NM			
Ⓜ MG for 78.1,77.1,89.1															
3	KOAT	09/24/18-09/30/18		College Football Sa 130-p	128p-6p	-----Sa--	:30		\$500.00			NM			
Ⓜ Credited															
4	KOAT	09/29/18-09/29/18		RIZZOLI & ISLES WKND LF SA 1130P-1230A		-----Sa--	:30		\$25.00			NM			
Ⓜ MG for 78.1,77.1,89.1															
5	KOAT	09/27/18-09/27/18		Action 7 News @ 1030p	1030-11p	----Th----	:30		\$375.00			NM			
Ⓜ MG for 78.1,77.1,89.1															
								Totals	0.00				98	\$26,580.00	

*Tax 1 Note: New Mexico Tax Rate 7.875%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
08/27/18 -09/30/18	81	\$22,745.00	(\$3,411.75)	\$19,333.25	\$1,522.49	\$20,855.74
10/01/18 -10/01/18	17	\$3,835.00	(\$575.25)	\$3,259.75	\$256.71	\$3,516.46
Totals	98	\$26,580.00	(\$3,987.00)	\$22,593.00	\$1,779.20	\$24,372.20

Signature: _____ Date: _____

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<u>Contract Dates</u> 09/25/18 - 10/01/18	<u>Product</u> Candidate	<u>Estimate #</u> 5907 XOCHITL FOR NM
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REP HEADLINE# 9240126 TRF# 1792680 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/18 09.49
 CHANGES *** KOAT-TV ***

ADV # _____ ADV. NAME POLI/X TORRES-SMA/D/CON/NM REP.# _____ OFF.# _____ SALESMAN # _____
 AGY # _____ AGY. NAME THE NEW MEDIA FIRM BUYER NAME MICHELLE CERTO

1322 G STREET SE SALES PRSN PH- MARY TRICOLI
 WASHINGTON, DC 20003

ORDER # _____ CONTRACT # 9240126 CLASS: NATL. LOCAL REGIONAL
 PRDCT KOCHITL FOR NM EST#5907 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP25/18 OCT1/18 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT2/18 09.49

REP: M4 APPLIED - CREDIT \$3580
 TOTAL IS \$26,580
 PLEASE CONFIRM
 THANKS EMILY

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CON CM ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY
 TELEVISION INVOICES IDB#9914019

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
14	S		700A-900A	30		\$350.00	9/27	9/27	0		THU	0
AGENCY ADVERTISER CODE = 888 AGENCY PRODUCT CODE = 921 AGENCY EST# = 5907 PROGRAM : GD MRN AMR-ABC CON COM1 : GD MRN AMR-ABC CREDIT TAKEN FOR 2 SPOT(S) MISSED SEP27												

REP HEADLINE# 9240126 TRF# 1792680
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/18 09.49
 CHANGES *** KOAT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15	S		700A-900A PROGRAM : GD MRN AMR-ABC CON COM1 : GD MRN AMR-ABC CREDIT TAKEN FOR 2 SPOT(S)	30		\$350.00	9/28	9/28	0		FRI	0
25	S		900A-1000A PROGRAM : LIVE WITH KELLY CON COM1 : LIVE WITH KELLY CREDIT TAKEN FOR 1 SPOT(S)	30		\$150.00	9/27	9/27	0		THU	0
26	S		900A-1000A PROGRAM : LIVE WITH KELLY CON COM1 : LIVE WITH KELLY CREDIT TAKEN FOR 1 SPOT(S)	30		\$150.00	9/28	9/28	0		FRI	0
30	S		1000A-1100A PROGRAM : VIEW-ABC< CON COM1 : VIEW-ABC< CREDIT TAKEN FOR 1 SPOT(S)	30		\$150.00	9/27	9/27	0		THU	0
31	S		1000A-1100A PROGRAM : VIEW-ABC< CON COM1 : VIEW-ABC< CREDIT TAKEN FOR 1 SPOT(S)	30		\$150.00	9/28	9/28	0		FRI	0
35	S		1100A-1200N PROGRAM : DR. OZ CON COM1 : DR. OZ CREDIT TAKEN FOR 1 SPOT(S)	30		\$80.00	9/27	9/27	0		THU	0
36	S		1100A-1200N PROGRAM : DR. OZ CON COM1 : DR. OZ CREDIT TAKEN FOR 1 SPOT(S)	30		\$80.00	9/28	9/28	0		FRI	0
41	S		1200N-100P PROGRAM : GMA DAY CON COM1 : GMA DAY CREDIT TAKEN FOR 1 SPOT(S)	30		\$115.00	9/27	9/27	0		THU	0

REP HEADLINE# 9240126 TRF# 1792680
 \$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/18 09.49
 CHANGES ** KOAT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
45	S		100P-200P	30		\$150.00	9/27	9/27	0		THU	0
PROGRAM : GENRL HOSPITAL< CON COM1 : GENRL HOSPITAL< CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP27												
51	S		200P-300P	30		\$80.00	9/27	9/27	0		THU	0
PROGRAM : STEVE< CON COM1 : STEVE< CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP27												
57	S		300P-400P	30		\$125.00	9/27	9/27	0		THU	0
PROGRAM : ELLEN CON COM1 : ELLEN CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP27												
64	S		400P-500P	30		\$225.00	9/27	9/27	0		THU	0
PROGRAM : ACTION 7 NEWS AT 4P CON COM1 : ACTION 7 NEWS AT 4P CREDIT TAKEN FOR 2 SPOT(S) MISSED SEP27												
106	S		1000A-130P	30		\$500.00	9/29	9/29	0		SAT	0
PROGRAM : COLLEGE FTBL ORD COM1 : SPOTS WERE PRE'D. PLS RESOLVE ASAP THIS IS A MAKE-GOOD FOR SEP30 ON LINE-90 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP29 ON LINE-77 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP29 ON LINE-78 FOR 1 SPOT/WK CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP29												

REP HEADLINE# 92240126 TRF# 1792680
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

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 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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STATION MAKEGOOD OFFERS:

M4	OK'D		MISSED: THU/700A-900A				SEP27 (2/WK)		30S	\$350.00	(OCT1/18)	
			FRI/700A-900A				SEP28 (2/WK)		30S	\$350.00		
			THU/900A-1000A				SEP27		30S	\$150.00		
			THU/1000A-1100A				SEP27		30S	\$150.00		
			FRI/1000A-1100A				SEP28		30S	\$150.00		
			FRI/900A-1000A				SEP28		30S	\$150.00		
			THU/1100A-1200N				SEP27		30S	\$80.00		
			FRI/1100A-1200N				SEP28		30S	\$80.00		
			THU/100P-200P				SEP27		30S	\$150.00		
			THU/1200N-100P				SEP27		30S	\$115.00		
			THU/200P-300P				SEP27		30S	\$80.00		
			THU/300P-400P				SEP27		30S	\$125.00		
			THU/400P-500P				SEP27		30S	\$225.00		
			THU/400P-500P				SEP27		30S	\$225.00		
			SAT/1000A-130P				SEP29		30S	\$500.00		

OFFER: NONE
 CMT: SPOTS DNA DUE TO COVERAGE OF HEARINGS.

SEP/18 22745.00 OCT/18 \$3,835.00
 CONTRACT TOTAL 26580.00
 TOTAL SPOTS 98

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES I-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# 9240126 TRF# 1792680 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 2: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT1/18 15.58
 ORDER WORKSHEET HARRIS REPORT FROM STATION *** KOAT-TV ***

ADV # _____ ADV. NAME POLI/X TORRES-SMA/D/CON/NM REP.# _____ OFF.# _____ SALESMAN # _____
 AGY # _____ AGY. NAME THE NEW MEDIA FIRM BUYER NAME MICHELE CERTO
 1322 G STREET SE SALES PRSN PH- MARY TRICOLI
 WASHINGTON, DC 20003

ORDER # _____ CONTRACT # 9240126 CLASS: NATL. LOCAL REGIONAL

PRDCT XCHITL FOR NM EST#5907 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP25/18 OCT1/18 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT1/18 15.58

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CON CM ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY
 TELEVISION INVOICES IDB#9914019

STATION MAKEGOOD OFFERS:

BUY#	DATE	TIME	SPOTS	AMOUNT	REMARKS
BUY#14	SEP27	THU/700A-900A	2	\$350.00	MISSED: THU/700A-900A
BUY#15	SEP28	FRI/700A-900A	2	\$350.00	FRI/700A-900A
BUY#25	SEP27	THU/900A-1000A	30S	\$150.00	
BUY#30	SEP27	THU/1000A-1100A	30S	\$150.00	
BUY#31	SEP28	FRI/1000A-1100A	30S	\$150.00	
BUY#26	SEP28	FRI/900A-1000A	30S	\$150.00	
BUY#35	SEP28	THU/1100A-1200N	30S	\$80.00	
BUY#36	SEP27	FRI/1100A-1200N	30S	\$80.00	
BUY#45	SEP27	THU/100P-200P	30S	\$150.00	
BUY#41	SEP27	THU/1200N-100P	30S	\$115.00	
BUY#51	SEP27	THU/200P-300P	30S	\$80.00	
BUY#57	SEP27	THU/300P-400P	30S	\$125.00	
BUY#64	SEP27	THU/400P-500P	30S	\$225.00	
BUY#106	SEP27	THU/400P-500P	30S	\$225.00	
BUY#106	SEP29	SAT/1000A-130P	30S	\$500.00	

OFFER: NONE
 CMT: SPOTS DNA DUE TO COVERAGE OF HEARINGS.
 CONTRACT TOTAL 30160.00
 TOTAL SPOTS 115