



**KTEN-TV**  
**10 High Point Circle**  
**Denison, TX 75020**  
**(903) 548-4000**

# CONTRACT

<u>Contract / Revision</u> 62256 /		<u>Alt Order #</u>
<u>Product</u> No on 779 ADA		
<u>Contract Dates</u> 10/27/16 - 11/13/16	<u>Estimate #</u> 3706 - No On 779 ADA	
<u>Advertiser</u> CMA Strategies		<u>Original Date / Revision</u> 10/26/16 / 11/07/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTEN	<u>Account Executive</u> David MacMullen	<u>Sales Office</u> Denison
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 8999	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Visual Image**  
**125 Park Avenue**  
**Suite 200**  
**Oklahoma City, OK 73102-9110**

**PRE-EMPTIBLE WITH 48  
HOURS NOTICE**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KTEN	10/27/16	11/08/16	M-F Today Show	7a-9a		:30			NM	9	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/24/16	10/30/16	---11--				2	\$150.00			
	Week:	10/31/16	11/06/16	11111--				5	\$150.00			
	Week:	11/07/16	11/13/16	11-----				2	\$150.00			
N 2	KTEN	11/05/16	11/05/16	Sa Today Show	7a-9a		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	-----1-				1	\$110.00			
N 3	KTEN	11/06/16	11/06/16	Su Today Show	7a-8a		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	-----1				1	\$120.00			
N 4	KTEN	11/07/16	11/08/16	M-F Today Show II	9a-10a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/07/16	11/13/16	11-----				2	\$100.00			
N 5	KTEN	10/31/16	11/13/16	M-RF KTEN News Midday	11a-12p		:30			NM	7	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	11111--				5	\$105.00			
	Week:	11/07/16	11/13/16	11-----				2	\$105.00			
N 6	KTEN	10/27/16	11/13/16	M-F KTEN News at 5p	5p-530P		:30			NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/24/16	10/30/16	---11--				2	\$200.00			
	Week:	10/31/16	11/06/16	11111--				5	\$200.00			
	Week:	11/07/16	11/13/16	1-----				1	\$200.00			
N 7	KTEN	10/29/16	11/05/16	Sa	5p-530p		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/24/16	10/30/16	-----1-				1	\$120.00			
	<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	KTEN	10/24/16-10/30/16	Sa	5p-530p	-----Sa--	:30		<del>\$120.00</del>	NM		
	See MG 7.3											
	3	KTEN	10/24/16-10/30/16	Sa (Sports)	6p-6:30p	-----Sa--	:30		<del>\$120.00</del>	NM		
	Ⓜ Credited											
	Credit											
	Week:	10/31/16	11/06/16	-----1-				1	\$120.00			

(\* 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. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with intent to discriminate on the basis of race or ethnicity. 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.



**KTEN-TV**  
**10 High Point Circle**  
**Denison, TX 75020**  
**(903) 548-4000**

<u>Contract / Revision</u>	<u>Alt Order #</u>
62256 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/27/16 - 11/13/16	No on 779 ADA	3706 - No On 779 ADA TV

<u>Advertiser</u>	<u>Original Date / Revision</u>
CMA Strategies	10/26/16 / 11/07/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 8	KTEN	11/06/16	11/06/16	Su	5p-530p		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----1				1	\$120.00			
N 9	KTEN	10/27/16	11/07/16	M-F	6p-630p		:30			NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	---11--				2	\$325.00			
	<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	KTEN	10/24/16-10/30/16	M-F	6p-630p	----ThF----	:30		\$325.00	NM		
	See MG 9.9											
	9	KTEN	10/24/16-10/30/16	M-F	6p-630p	----ThF----	:30		\$325.00	NM		
	Ⓜ MG for 9.1 10/28											
Week:		10/31/16	11/06/16	11111--				5	\$325.00			
Week:		11/07/16	11/13/16	1-----				1	\$325.00			
N 10	KTEN	10/27/16	11/07/16	M-F	630p-7p		:30			NM	8	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	---11--				2	\$375.00			
Week:		10/31/16	11/06/16	11111--				5	\$375.00			
Week:		11/07/16	11/13/16	1-----				1	\$375.00			
N 11	KTEN	10/29/16	11/05/16	Sa	530p-6p		:30			NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	-----1-				1	\$110.00			
Week:		10/31/16	11/06/16	-----1-				1	\$110.00			
N 12	KTEN	10/27/16	11/04/16	KTEN News at 10 M-F	10p-1035p		:30			NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	---11--				2	\$400.00			
Week:		10/31/16	11/06/16	11111--				5	\$400.00			
N 13	KTEN	11/05/16	11/05/16	KTEN News at 10 Sa-Su	10p-1030p		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$275.00			
N 14	KTEN	10/29/16	11/05/16	Sa	6p-630p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/16	10/30/16	-----1-				1	\$200.00			
	<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	KTEN	10/24/16-10/30/16	Sa	6p-630p	-----Sa--	:30		\$200.00	NM		
	See MG 14.3											
	3	KTEN	10/24/16-10/30/16	Sa	6p-630p	-----Sa--	:30		\$200.00	NM		
	Ⓜ Credited											
	Credit											
Week:		10/31/16	11/06/16	-----1-				1	\$200.00			
N 15	KTEN	11/06/16	11/06/16	Su	530p-6p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----1				1	\$200.00			
	<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	KTEN	10/31/16-11/06/16	Su	530p-6p	-----Su	:30		\$200.00	NM		
	See MG 15.2											
	Oversold											
	2	KTEN	11/08/16-11/08/16	M-F Today Show	7a-9a	-Tu-----	:30		\$200.00	NM		
	Ⓜ MG for 15.1 11/06											
<b>Totals</b>											<b>58</b>	<b>\$13,650.00</b>

(\* 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. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with intent to discriminate on the basis of race or ethnicity. 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.



**KTEN-TV**  
**10 High Point Circle**  
**Denison, TX 75020**  
**(903) 548-4000**

Contract / Revision	Alt Order #
62256 /	

Contract Dates	Product	Estimate #
10/27/16 - 11/13/16	No on 779 ADA	3706 - No On 779 ADA TV

Advertiser	Original Date / Revision
CMA Strategies	10/26/16 / 11/07/16

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/30/16	11	\$3,010.00	\$2,558.50
10/31/16 - 11/08/16	47	\$10,640.00	\$9,044.00
<b>Totals</b>	<b>58</b>	<b>\$13,650.00</b>	<b>\$11,602.50</b>

**PRE-EMPTIBLE WITH 48  
HOURS NOTICE**

**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. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with intent to discriminate on the basis of race or ethnicity. 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.