

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25999259	Changes as of: 5/8/2018 at 2:31 PM	Version: Highlighting Revision 6
CPE: 279/402/2080	Flight: 4/23/18 - 6/10/18	Station: KRQE
Agency: SADLER STRATEGIC	Advertiser: Joe Cervantes for New Mexico - Governor	Market: Albuquerque
12103 VIEWCREST ROAD STUDIO CITY, CA 91604	Product: Governor	Office: LOS ANGELES
Agency Order #: 7292190	Buyer: Sadler, Sheri	Service: Nielsen
	Salesperson: JON BRUNZELL 323-966-5271	Primary Demo: Adults 35+
		Assistant: KATIE CUIKOSKY 323-966-5271
		Total GRP: 555.5
		Traffic #: 1514922
		Total Spots: 157
		Total CPM: \$91.42
		Con Type: POLITICAL/NOTE
		Total \$: \$50,780.00

Comments: add to SKED....please ONLY use what you see in NOTES that says 'add' I am hoping that we didn't lose too old makegoods...we can resolve later...no more adds to this estimate after this week we will start anew; Separation: 30

#	Day/Time	DP	Program	Rate	A3SP Rating	A2554 Rating	Len	4/23 - 6/4								Total Spots	Total \$	CPP*	GRP*
								4/23	4/30	5/7	5/14	5/21	5/28	6/4					
REV-50	Th-F 4:30p-5p	2	KRQE News 13 @ 430P	\$800.00	4.0	2.1	30	0	0	1	0	0	0	0	0	0	\$0.00	\$199.50	0.0
add Changes: Rate from 250 to 800																			
53	Th-F 6p-6:30p	3	Jeopardy	\$500.00	5.4	2.4	30	0	0	2	0	0	0	0	0	2	\$1,000.00	\$92.08	10.9
add Changes: Rate from 350 to 500																			
REV-54	Th-F 10p-10:35p	3	KRQE News 13 @ 10P	\$500.00	6.0	3.6	30	0	0	2	1	0	0	0	0	1	\$500.00	\$83.06	6.0
add Changes: Rate from 400 to 500																			
55	Th-F 5a-6a	2	KRQE News 13 This Morning @5A	\$200.00	1.3	1.0	30	0	0	1	0	0	0	0	0	1	\$200.00	\$156.25	1.3
add Changes: Rate from 100 to 200																			
REV-57	Th-F 7a-9a	2	CBS This Morning	\$300.00	2.5	1.5	30	0	0	2	1	0	0	0	0	1	\$300.00	\$122.45	2.5
add Changes: Rate from 150 to 300																			
REV-58	Th-F 4p-4:30p	2	KRQE News 13 @ 4P	\$600.00	3.1	1.7	30	0	0	1	0	0	0	0	0	0	\$0.00	\$192.93	0.0
add Changes: Rate from 300 to 600																			
59	Th-F 5:30p-6p	3	KRQE News 13 @ 530P	\$500.00	4.2	2.3	30	0	0	1	0	0	0	0	0	1	\$500.00	\$119.90	4.2
add Changes: Rate from 350 to 500																			
62	Th-F 10:35p-11:35p	2	The Late Show-CBS	\$250.00	2.3	1.3	30	0	0	2	0	0	0	0	0	2	\$500.00	\$108.70	4.6
add Changes: Rate from 125 to 250																			

Makegood Comments

Date/Time	Action	Added by	Comment
05/08/18 2:31 PM	Revised	GOTOSTRATAUBR unzell	add to SKED....please ONLY use what you see in NOTES that says 'add' I am hoping that we didn't lose too old makegoods...we can resolve later...no more adds to this estimate after this week we will start anew; Separation: 30

*Jon 5/8/18*

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25999259

Changes as of: 5/8/2018 at 10:32 AM

Version: Highlighting Revision 5

CPE: 279/402/2080  
Agency: SADLER STRATEGIC

Flight: 4/23/18 - 6/10/18  
Advertiser: Joe Cervantes for New Mexico - Governor

Station: KRQE  
Market: Albuquerque

Con Type: POLITICAL/VOTE  
Total \$: \$50,830.00

12103 VIEWCREST  
ROAD  
STUDIO CITY, CA  
91604

Product: Governor

Office: LOS ANGELES

Total Spots: 161  
Total CPP: \$99.01

Buyer: Sadler, Sheri  
Salesperson: JON BRUNZELL  
323-966-5271

Primary Demo: Adults 35+  
Assistant: KATIE CULKOSKY  
323-966-5271

Total GRP: 571.0  
Traffic #: 1514922

Comments: add to SKED...please ONLY use what you see in NOTES that says 'add' I am hoping that we didn't lose too old makegoods...we can resolve later...no more adds to this estimate after this week we will start anew; Separation: 30

															4/23 - 6/4							Total Spots	Total		CPP*	GRP*
#	Day/Time	DP	Program	Rate	A35P Rating	A2554 Rating	Len	4/23	4/30	5/7	5/14	5/21	5/28	6/4	\$											
	M-F 4:30p-5p		KRQE News 13 @ 430P	\$250.00	4.0	2.1	30	0	4	0	2	0	0	0	0	6	\$1,500.00	\$62.34	24.1							
REV+ 11	M-F 4:30p-5p		KRQE News 13 @ 430P	\$250.00	4.0	2.1	30	0	4	0	2	0	0	0	0	6	\$1,500.00	\$62.34	24.1							
REV+ 13	M-F 5p-5:30p		CBS Evening News	\$500.00	6.7	2.3	30	2	3	0	2	0	0	0	0	7	\$3,500.00	\$74.18	47.2							
REV+ 14	M-F 5:30p-6p		KRQE News 13 @ 530P	\$350.00	4.2	2.3	30	3	4	0	3	0	0	0	0	10	\$3,500.00	\$83.93	41.7							
REV+ 15	M-F 6p-6:30p		Jeopardy	\$350.00	5.4	2.4	30	0	4	0	2	0	0	0	0	6	\$2,100.00	\$64.46	32.6							
REV+ 24	M-F 10p-10:35p		KRQE News 13 @ 10P	\$400.00	6.0	3.6	30	0	4	0	2	0	0	0	0	6	\$2,400.00	\$66.45	36.1							
27	Sa 7a-7a		CBS This Morning Saturday	\$15.00	0.5	0.3	30	0	0	0	0	0	0	0	0	0	\$0.00	\$32.61	0.0							
28	Sa 7a-8a		KRQE News 13 Saturday Morning	\$40.00	1.1	0.7	30	0	0	0	0	0	0	0	0	0	\$0.00	\$36.70	0.0							
REV+ 30	Sa 5p-6p	3	CBS Evening News/KRQE News@530P	\$250.00	3.1	0.9	30	0	0	0	1	0	0	0	0	1	\$250.00	\$79.37	3.1							
add																										
36	Su 7a-8a		KRQE News 13 Morning Sunday	\$75.00	1.5	1.0	30	1	0	0	0	0	0	0	0	1	\$75.00	\$49.67	1.5							
40	Su 6p-7p		60 Minutes-CBS	\$700.00	5.9	2.1	30	1	0	0	0	0	0	0	0	1	\$700.00	\$119.25	5.9							
49	F 11:35p-12:35a		Late Late Show	\$30.00	1.2	0.0	30	0	1	0	0	0	0	0	0	1	\$30.00	\$25.00	1.2							
REV+ 50	Th-F 4:30p-5p		KRQE News 13 @ 430P	\$250.00	4.0	2.1	30	0	0	0	1	0	0	0	0	1	\$250.00	\$62.34	4.0							
add																										
Changes: Day/Time from M-F 4:30p-5p to Th-F 4:30p-5p, Rate from 800 to 250, A35P Rating from 0 to 4.01, A2554 Rating from 0 to 2.15																										
CAN 51	M-F 5p-5:30p		CBS Evening News	\$1,000.00	6.9	6.9	30	0	0	1	0	0	0	0	0	4	\$1,000.00	\$60.00	6.9							
CAN 52	M-F 5:30p-6p		KRQE NEWS 13 @ 530P	\$500.00	6.9	6.9	30	0	0	0	2	0	0	0	0	2	\$1,000.00	\$60.00	6.9							
MUL 53	Th-F 6p-6:30p		Jeopardy	\$350.00	5.4	2.4	30	0	0	0	1	2	0	0	0	2	\$700.00	\$64.46	10.9							
add																										
Changes: Day/Time from M-F 6p-6:30p to Th-F 6p-6:30p, Program from JEOPARDY to Jeopardy, Rate from 500 to 350, A35P Rating from 0 to 5.43, A2554 Rating from 0 to 2.35																										
MUL 54	Th-F 10p-10:35p		KRQE News 13 @ 10P	\$400.00	6.0	3.6	30	0	0	0	1	2	0	0	0	2	\$800.00	\$66.45	12.0							
add																										
Changes: Day/Time from M-F 10p-10:35p to Th-F 10p-10:35p, Rate from 500 to 400, A35P Rating from 0 to 6.02, A2554 Rating from 0 to 3.6																										

# KATZ TELEVISION GROUP

125 West 56th St  
New York, NY 10019

<b>Contract #</b> 25999259	<b>Changes as of:</b> 5/8/2018 at 10:32 AM	<b>Version:</b> Highlighting Revision 5
<b>CPE:</b> 279/402/2080	<b>Flight:</b> 4/23/18 - 6/10/18	<b>Station:</b> KRQE
<b>Agency:</b> SADLER STRATEGIC	<b>Advertiser:</b> Joe Cervantes for New Mexico - Governor	<b>Market:</b> Albuquerque
<b>Product:</b> Governor	<b>Agency Order #:</b> 7292190	<b>Office:</b> LOS ANGELES
<b>Buyer:</b> Sadler, Sheri	<b>Salesperson:</b> JON BRUNZELL	<b>Service:</b> Nielsen
<b>Separation:</b>	<b>Primary Demo:</b> Adults 35+	<b>Total Spots:</b> 161
	<b>Assistant:</b> KATIE CULKOSKY	<b>Total GRP:</b> 571.0
		<b>Traffic #:</b> 1514922
		<b>Total CPP:</b> \$89.01
		<b>Total \$:</b> \$50,830.00

#	Day/Time	DP	Program	Rate	A35P Rating	A2554 Rating	Len	4/23 - 6/4											Total Spots	Total \$	CPP*	GRP*
								4/23	4/30	5/7	5/14	5/21	5/28	6/4								
REV+ 55	Th-F 5a-6a		KRQE News 13 This Morning @5A	\$100.00	1.3	1.0	30	0	0	0	0	0	0	0	0	0	0	1	\$100.00	\$78.13	1.3	
REV+ 56	Th-F 6a-7a	3	KRQE News 13 This Morning @6A	\$350.00	2.5	1.7	30	0	0	0	0	0	0	0	0	0	0	1	\$350.00	\$140.00	2.5	
REV+ 57	Th-F 7a-9a		CBS This Morning	\$150.00	2.5	1.5	30	0	0	0	0	0	0	0	0	0	0	2	\$300.00	\$61.22	4.9	
REV+ 58	Th-F 4p-4:30p		KRQE News 13 @ 4P	\$300.00	3.1	1.7	30	0	0	0	0	0	0	0	0	0	0	1	\$300.00	\$96.46	3.1	
REV+ 59	Th-F 5:30p-6p		KRQE News 13 @ 530P	\$350.00	4.2	2.3	30	0	0	0	0	0	0	0	0	0	0	1	\$350.00	\$83.93	4.2	
REV+ 60	Th-F 6:30p-7p		Wheel of Fortune	\$500.00	5.0	2.2	30	0	0	0	0	0	0	0	0	0	0	1	\$500.00	\$99.60	5.0	
REV+ 61	F 8p-9p	3	Hawaii Five-0-CBS	\$1,250.00	4.7	2.1	30	0	0	0	0	0	0	0	0	0	0	1	\$1,250.00	\$267.09	4.7	
REV+ 62	Th-F 10:35p-11:35p		The Late Show-CBS	\$125.00	2.3	1.3	30	0	0	0	0	0	0	0	0	0	0	2	\$250.00	\$54.35	4.6	
TOTALS: 42 75 44 0 0 0 0																		161	\$50,830.00	\$89.01	571.0	

Makegood Comments																					
Date/Time	Action	Added by	Comment																		
05/08/18 10:32 AM	Revised	GOTO STRATAUBR unzell	add to SKED...please ONLY use what you see in NOTES that says 'add' I am hoping that we didn't lose too old makegoods...we can resolve later...no more adds to this estimate after this week we will start anew; Separation: 30																		