

CONTRACT



KBAK
1901 Westwind Dr
Bakersfield, CA 93301
USA
(661) 327-7955

www.bakersfieldnow.com

And:

Sadler Strategic Media Inc.
12103 Viewcrest Rd
Studio City, CA 91604

<u>Contract / Revision</u> 1442308 /		<u>Alt Order #</u> 27010199
<u>Advertiser</u> Tax Savings for Seniors		<u>Original Date / Revision</u> 07/23/20 / 07/24/20
<u>Contract Dates</u> 09/07/20 - 11/08/20	<u>Estimate #</u> 2362	
<u>Product</u> 327/455/2362		
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KBAK	<u>Account Executive</u> Los Angeles Millenniu	<u>Sales Office</u> KATZ Los Ange
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> GENERAL	<u>Total Ratings</u> 224.20
<u>Agcy Code</u> 9917619	<u>Advertiser Code</u> 327	<u>Product 1/2</u> 455
<u>Agency Ref</u> 17268	<u>Advertiser Ref</u> 9838001	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KBAK	10/03/20	10/24/20	Eyewitness News @6p	6:00 PM-6:30 PM		:30				NM	4	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/28/20	10/04/20	-----S-				1	\$190.00	3.30			
	Week:	10/05/20	10/11/20	-----S-				1	\$190.00	3.30			
	Week:	10/12/20	10/18/20	-----S-				1	\$190.00	3.30			
	Week:	10/19/20	10/25/20	-----S-				1	\$190.00	3.30			
N 2	KBAK	10/03/20	10/24/20	Eyewitness News Investiga	6:30 PM-7:00 PM		:30				NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/28/20	10/04/20	-----S-				1	\$150.00	3.20			
	Week:	10/05/20	10/11/20	-----S-				1	\$150.00	3.20			
	Week:	10/12/20	10/18/20	-----S-				1	\$150.00	3.20			
	Week:	10/19/20	10/25/20	-----S-				1	\$150.00	3.20			
N 3	KBAK	10/03/20	10/24/20	CBS Weekend News	5:30 PM-6:00 PM		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/28/20	10/04/20	-----S-				1	\$250.00	2.70			
	Week:	10/05/20	10/11/20	-----S-				1	\$250.00	2.70			
	Week:	10/12/20	10/18/20	-----S-				1	\$250.00	2.70			
	Week:	10/19/20	10/25/20	-----S-				1	\$250.00	2.70			
N 4	KBAK	10/03/20	10/24/20	Eyewitness News @5p	5:00 PM-5:30 PM		:30				NM	4	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/28/20	10/04/20	-----S-				1	\$190.00	2.60			
	Week:	10/05/20	10/11/20	-----S-				1	\$190.00	2.60			
	Week:	10/12/20	10/18/20	-----S-				1	\$190.00	2.60			
	Week:	10/19/20	10/25/20	-----S-				1	\$190.00	2.60			
N 5	KBAK	10/04/20	10/25/20	Eyewitness News Health AI	6:30 PM-7:00 PM		:30				NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/28/20	10/04/20	-----S				1	\$165.00	2.30			
	Week:	10/05/20	10/11/20	-----S				1	\$165.00	2.30			
	Week:	10/12/20	10/18/20	-----S				1	\$165.00	2.30			
	Week:	10/19/20	10/25/20	-----S				1	\$165.00	2.30			
N 6	KBAK	09/28/20	10/23/20	CBS Evening News	6:30 PM-7:00 PM		:30				NM	12	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/28/20	10/04/20	MTWTF--				3	\$350.00	3.20			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



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Bakersfield, CA 93301
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Contract / Revision		Alt Order #
1442308 /		27010199
Advertiser		Original Date / Revision
Tax Savings for Seniors		07/23/20 / 07/24/20
Contract Dates	Product	Estimate #
09/07/20 - 11/08/20	327/455/2362	2362

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/20	10/11/20	MTWTF--				3	\$350.00	3.20			
Week:		10/12/20	10/18/20	MTWTF--				3	\$350.00	3.20			
Week:		10/19/20	10/25/20	MTWTF--				3	\$350.00	3.20			
N 7	KBAK	09/28/20	10/23/20	Eyewitness News @6a	6:00 AM-7:00 AM		:30				NM	11	\$3,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/28/20	10/04/20	MTWTF--				3	\$290.00	1.90			
Week:		10/05/20	10/11/20	MTWTF--				2	\$290.00	1.90			
Week:		10/12/20	10/18/20	MTWTF--				3	\$290.00	1.90			
Week:		10/19/20	10/25/20	MTWTF--				3	\$290.00	1.90			
N 8	KBAK	09/28/20	10/23/20	Eyewitness News @11p	11:00 PM-11:35 PM		:30				NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/28/20	10/04/20	MTWTF--				2	\$300.00	1.70			
Week:		10/05/20	10/11/20	MTWTF--				2	\$300.00	1.70			
Week:		10/12/20	10/18/20	MTWTF--				3	\$300.00	1.70			
Week:		10/19/20	10/25/20	MTWTF--				3	\$300.00	1.70			
N 9	KBAK	09/28/20	10/23/20	Eyewitness News @6p	6:00 PM-6:30 PM		:30				NM	15	\$4,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/28/20	10/04/20	MTWTF--				3	\$315.00	3.00			
Week:		10/05/20	10/11/20	MTWTF--				4	\$315.00	3.00			
Week:		10/12/20	10/18/20	MTWTF--				4	\$315.00	3.00			
Week:		10/19/20	10/25/20	MTWTF--				4	\$315.00	3.00			
N 10	KBAK	09/28/20	10/23/20	Eyewitness News @5p	5:00 PM-6:00 PM		:30				NM	15	\$4,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/28/20	10/04/20	MTWTF--				4	\$315.00	3.10			
Week:		10/05/20	10/11/20	MTWTF--				3	\$315.00	3.10			
Week:		10/12/20	10/18/20	MTWTF--				4	\$315.00	3.10			
Week:		10/19/20	10/25/20	MTWTF--				4	\$315.00	3.10			
Totals										224.20		83	\$23,620.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/20 -10/04/20	20	\$5,670.00	(\$850.50)	\$4,819.50
10/05/20 -10/11/20	19	\$5,380.00	(\$807.00)	\$4,573.00
10/12/20 -10/18/20	22	\$6,285.00	(\$942.75)	\$5,342.25
10/19/20 -10/25/20	22	\$6,285.00	(\$942.75)	\$5,342.25
Totals	83	\$23,620.00	(\$3,543.00)	\$20,077.00

Signature: _____ **Date:** _____

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at ...<http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

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**ISSUE (Non-candidate) ADVERTISEMENT
AGREEMENT FORM**

I, Sheri Sadler Wolf, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☒ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Sheri Sadler Wolf

Agency name: Sadler Strategic Media, Inc.

Address: 12103 Viewcrest Road, Studio City, CA 91604

Contact: Sheri Sadler

Phone number: 818-506-5443

Email: sherisadlerstrategic.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Homeownership for Families and Tax Savings for Seniors, Sponsored by the California Association of Realtors

Address: 1121 L Street #600, Sacramento, CA 95814

Contact: Laiza Negrete

Phone number: 916-492-5200

Email: _____

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Laiza Negrete - Principal Officer & Cary Davidson - Treasurer

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☒ N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election: November 3, 2020

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>[Signature]</i>	Signature: <i>[Signature]</i>
Name: Sheri Sadler Wolf	Name: Cindi Dias
Date of Request to Purchase Ad Time: 05/04/20	Date of Station Agreement to Sell Time: 7/22/20.

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: 9/4/20

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- ☒ Accepted
☐ Accepted IN PART (e.g., ad not received to determine content)*
☐ Rejected -- provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: 1442308	Station Call Letters: KBAK	Date Received/Requested: 7/22/20
Est #: 2362	Station Location: Bakersfield, CA	Run Start and End Dates: 9/7/20 - 11/8/20.

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.



CALIFORNIA ASSOCIATION OF REALTORS®

LETTER OF AUTHORIZATION

Laiza Negrete
1121 L Street, #600
Sacramento, CA 95814

March 11, 2020

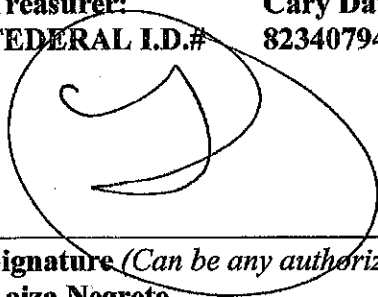
Sheri Sadler
Sadler Strategic Media, Inc.
12103 Viewcrest Road
Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent the *Homeownership for Families and Tax Savings for Seniors FPPC #1400190*.

Our official information is as follows:

Name:	Homeownership for Families and Tax Savings for Seniors, Sponsored by the California Association of REALTORS®
Address:	1121 L Street #600, Sacramento, CA 95814
Phone:	(916) 492-5200
Fax:	(916) 444-1794
Principal Officer:	Laiza Negrete
Treasurer:	Cary Davidson
FEDERAL I.D.#	823407945



Signature (Can be any authorized agent)

Laiza Negrete

**Vice-President of Public Affairs
California Association of REALTORS®**