

CONTRACT



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

www.koat.com

And:

Ethica Media
1225 Franklin Ave Suite 325
Garden City, NY 11530

<u>Contract / Revision</u> 1749222 /		<u>Alt Order #</u> 09077304
<u>Product</u> Issue		
<u>Contract Dates</u> 05/09/18 - 05/21/18		<u>Estimate #</u> CHC BOLD PAC
<u>Advertiser</u> CHC Bold PAC		<u>Original Date / Revision</u> 05/17/18 / 05/17/18
<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 -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 12	KOAT	05/15/18	05/21/18	The View 10-11a	10-11a		:30			P-6		NM	0	\$0.00
Class of Time- Immediately Pre-emptible No Makegood Required														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		05/15/18	05/21/18	MTWTF--	3			\$85.00						
<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	05/15/18-05/21/18		The View 10-11a	10-11a	MTuWThF----	:30		\$85.00			NM		
Credited														
2	KOAT	05/15/18-05/21/18		The View 10-11a	10-11a	MTuWThF----	:30		\$85.00			NM		
Credited														
3	KOAT	05/15/18-05/21/18		The View 10-11a	10-11a	MTuWThF----	:30		\$85.00			NM		
Credited														
N 18	KOAT	05/15/18	05/21/18	General Hospital	1-2p		:30			P-6		NM	0	\$0.00
Class of Time- Immediately Pre-emptible No Makegood Required														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		05/15/18	05/21/18	MTWTF--	3			\$75.00						
<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	05/15/18-05/21/18		General Hospital	1-2p	MTuWThF----	:30		\$75.00			NM		
Credited														
2	KOAT	05/15/18-05/21/18		General Hospital	1-2p	MTuWThF----	:30		\$75.00			NM		
Credited														
3	KOAT	05/15/18-05/21/18		General Hospital	1-2p	MTuWThF----	:30		\$75.00			NM		
Credited														
N 22	KOAT	05/15/18	05/21/18	ELLEN EF	3-4p		:30			P-6		NM	2	\$150.00
Class of Time- Immediately Pre-emptible No Makegood Required														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		05/15/18	05/21/18	MTWTF--	3			\$75.00						
<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>		
3	KOAT	05/15/18-05/21/18		ELLEN EF	3-4p	MTuWThF----	:30		\$75.00			NM		
Credited														
N 40	KOAT	05/15/18	05/21/18	Kimmel	Jimmy Kimmel		:30			P-6		NM	3	\$300.00
Class of Time- Immediately Pre-emptible No Makegood Required														

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

This contract is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: www.hearst.com/newsroom/hearst-television-advertising-sales

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. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, 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 or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast 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 or ethnicity.



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<u>Contract Dates</u> 05/09/18 - 05/21/18	<u>Product</u> Issue	<u>Estimate #</u> CHC BOLD PAC
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<u>Advertiser</u> CHC Bold PAC	<u>Original Date / Revision</u> 05/17/18 / 05/17/18
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		05/15/18	05/21/18	MTWTF--				4	\$100.00					
	<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	05/15/18-05/21/18	Kimmel	Jimmy Kimmel	MTuWThF----	:30		\$100.00			NM		
<i>Credited</i>														
N 49	KOAT	05/19/18	05/19/18	AMERICAN IDOL	7-10p		:30			P-5		NM	2	\$600.00
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:		05/14/18	05/20/18	-----S-				2	\$300.00					
N 50	KOAT	05/20/18	05/20/18	5-6a	5-6a		:30			P-5		NM	1	\$55.00
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:		05/14/18	05/20/18	-----S				1	\$55.00					
Totals													111	\$20,715.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/30/18 -05/21/18	111	\$20,715.00	(\$3,107.25)	\$17,607.75
Totals	111	\$20,715.00	(\$3,107.25)	\$17,607.75

Signature: _____ **Date:** _____

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REP HEADLINE# 9077304 TRF# 1749222 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! MAY18/18 09.57
 ORDER WORKSHEET HARRIS REPORT FROM REP *** CHANGES *** ** KOAT-TV ***

ADV # _____ ADV. NAME ISS/CHC BOLD PAC REP.# _____ OFF.# _____ SALESMAN # _____
 AGY # _____ AGY. NAME ETHICA MEDIA BUYER NAME CAROLE MUNDY

1225 FRANKLIN AVENUE, SUITE# 325 SALES PRSN WA- MARY TRICOLI
 GARDEN CITY, NY 11530

ORDER # _____ CONTRACT # 9077304 CLASS: NATL. LOCAL REGIONAL

PRDCT CHC BOLD PAC EST# _____ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES MAY9/18 MAY21/18 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE MAY18/18 09.57

REP: M2 OK'D SEE LNS 49-50
 TOTAL REMAINS \$20,715
 PLEASE CONFIRM
 THANKS, EMILY

STA: _____
 CON CM CONGRESSIONAL HISPANIC CAUCUS BOLD PAC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
12	ES		1000A-1100A	30		\$85.00	5/15	5/21	0		TU-F,M	0
PROGRAM : THE VIEW												
49	A		700P-900P	30		\$300.00	5/19	5/19	2		SAT	2
PROGRAM : AMERICAN IDOL ORD COM1 : COPY OF M2 THIS IS A MAKE-GOOD FOR MAY15 ON LINE-12 FOR 3 SPOTS/WK THIS IS A MAKE-GOOD FOR MAY15 ON LINE-18 FOR 3 SPOTS/WK THIS IS A MAKE-GOOD FOR MAY15 ON LINE-22 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR MAY15 ON LINE-40 FOR 1 SPOT/WK												
50	A		500A-600A	30		\$55.00	5/20	5/20	1		SUN	1
PROGRAM : WEEKEND GMA ORD COM1 : COPY OF M2 PART OF A MAKEGOOD MADE UP OF LINES 49-50												

REP HEADLINE# 9077304 TRF# 1749222 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! MAY18/18 09.57
 ORDER WORKSHEET HARRIS REPORT FROM REP *** 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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18	ES		100P-200P	30		\$75.00	5/15	5/21	0		TU-F,M	0
PROGRAM : GENERAL HOSPITAL												
22	ES		300P-400P	30		\$75.00	5/15	5/21	2		TU-F,M	2
PROGRAM : ELLEN												
40	ES		1100P-1200M	30		\$100.00	5/15	5/21	3		TU-F,M	3
PROGRAM : JIMMY KIMMEL LIVE												

STATION MAKEGOOD OFFERS:

M2	REJECT	BUY#12	MISSED:TV-F,M/1000A-1100A				MAY16	MAY18	MAY21	30S	\$85.00	(MAY17/18)
		BUY#18	TU-F,M/100P-200P				MAY16	MAY17	MAY21	30S	\$75.00	
		BUY#22	TU-F,M/300P-400P				MAY21			30S	\$75.00	
		BUY#40	TU-F,M/1100P-1200M				MAY21			30S	\$100.00	
			OFFER: SAT/700P-900P				MAY19	(2/WK)		30S	\$300.00	PLS ADVISE.
			& SUN/500A-600A				MAY20			30S	\$55.00	
CMT: THESE SPOTS WERE ALL PRE'D DUE TO OVERSELL.												

M3	OK'D	BUY#12	MISSED:TV-F,M/1000A-1100A				MAY15	(3/WK)		30S	\$85.00	(MAY18/18)
		BUY#18	TU-F,M/100P-200P				MAY15	(3/WK)		30S	\$75.00	
		BUY#22	TU-F,M/300P-400P				MAY15			30S	\$75.00	
		BUY#40	TU-F,M/1100P-1200M				MAY15			30S	\$100.00	
			OFFER: SAT/700P-900P				MAY19	(2/WK)		30S	\$300.00	PLS ADVISE.
			& SUN/500A-600A				MAY20			30S	\$55.00	
CMT: COPY OF M2												

MAY/18 20715.00 CONTRACT TOTAL 20715.00
 MARKET TOTALS \$86,312 KOAT 24% KRQE 42% KOB 23% KWBQ 0% KASA 11% KASY 0% CABL 0%
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-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# 9077304 TRF# 1749222 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 1: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! MAY17/18 12.07
 ORDER WORKSHEET HARRIS REPORT FROM STATION *** KOAT-TV ***

ADV # _____ ADV. NAME ISS/CHC BOLD PAC REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME ETHICA MEDIA BUYER NAME CAROLE MUNDY

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FLIGHT DATES MAY9/18 MAY21/18 WK-2
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE MAY17/18 12.07

STA: _____
 CON CM CONGRESSIONAL HISPANIC CAUCUS BOLD PAC

STATION MAKEGOOD OFFERS:
 M2 UNRESL BUY#12 MISSED: TU-F,M/1000A-1100A MAY16 MAY18 MAY21 30S \$85.00 (MAY17/18)
 BUY#18 TU-F,M/100P-200P MAY16 MAY17 MAY21 30S \$75.00
 BUY#22 TU-F,M/300P-400P MAY21 30S \$75.00
 BUY#40 TU-F,M/1100P-1200M MAY21 30S \$100.00
 OFFER: SAT/700P-900P MAY19 (2/WK) 30S \$300.00 PLS ADVISE.
 & SUN/500A-600A MAY20 30S \$55.00
 CMT: THESE SPOTS WERE ALL PRE'D DUE TO OVERSELL.

CONTRACT TOTAL 20715.00
 TOTAL SPOTS 116