

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

Contract / Revision 1749222 /		Alt Order # 09077304
Product Issue		
Contract Dates 05/09/18 - 05/21/18		Estimate # CHC BOLD PAC
Advertiser CHC Bold PAC		Original Date / Revision 05/17/18 / 05/17/18
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KOAT	Account Executive Mary Tricoli	Sales Office HRP -Washington
Special Handling		
Demographic Adults 35+		
Agency Code	Advertiser Code	Product 1/2
Agency Ref		Advertiser Ref

*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 / Revision</u> 1749222 /		<u>Alt Order #</u> 09077304
<u>Contract Dates</u> 05/09/18 - 05/21/18	<u>Product</u> Issue	<u>Estimate #</u> CHC BOLD PAC
<u>Advertiser</u> CHC Bold PAC		<u>Original Date / Revision</u> 05/17/18 / 05/17/18

*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>	<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		
Credited														
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									0.00				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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CREDIT RISK !!
HARRIS REPORT FROM REP MAY18/18 09.57
CHANGES *** KOAT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: 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: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP MAY18/18 09.57
 *** CHANGES *** ** KOAT-TV ***

REP HEADLINE# 9077304 TRF# 1749222
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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

STATION MAKEGOOD OFFERS:
 M2 REJECT 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.

M3 OK'D BUY#12 MISSED: TU-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
 TOTAL SPOTS 111

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
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM STATION

MAY17/18 12.07
*** KOAT-TV ***

ADV # ADV. NAME ISS/CHC BOLD PAC
AGY # AGY. NAME ETHICA MEDIA

1225 FRANKLIN AVENUE, SUITE# 325

GARDEN CITY, NY 11530

REP.# OFF.# SALESMAN #
BUYER NAME CAROLE MUNDY
SALES PRSN WA- MARY TRICOLI

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 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