

CONTRACT



KTXL-TV
 4655 Fruitridge Road
 Sacramento, CA 95820-5299
 (916) 454-4422

<u>Contract / Revision</u> 574111 /		<u>Alt Order #</u> 07154733
<u>Product</u> HMP EST2670 10/14		
<u>Contract Dates</u> 10/07/14 - 10/13/14		<u>Estimate #</u> 2669
<u>Advertiser</u> House Majority Pac		<u>Original Date / Revision</u> 04/22/14 / 10/13/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTXL	<u>Account Executive</u> Robert Langer	<u>Sales Office</u> Telerep Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 79	<u>Product Code</u> PL5.1
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
 3050 K St NW
 Suite 100
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	40	10/07/14	10/13/14	M-F 10a-11a	10a-11a		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/07/14	10/13/14	MTWTF--				2	\$125.00	0.00			
N 2	40	10/07/14	10/13/14	M-F 430p-5p	M-F 430p-5p		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/07/14	10/13/14	MTWTF--				2	\$175.00	0.00			
	<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>Rtg</u>	<u>Type</u>		
	1	40	10/07/14-10/13/14	M-F 430p-5p	M-F 430p-5p	MTuWThF----	:30		\$175.00	0.00	NM		
			See MG 2.3,2.4										
	2	40	10/07/14-10/13/14	M-F 430p-5p	M-F 430p-5p	MTuWThF----	:30		\$175.00	0.00	NM		
			See MG 2.3,2.4										
	3	40	10/07/14-10/13/14	M-F 4p-5p	4p-5p	MTuWThF----	:30		\$175.00	0.00	NM		
			Ⓜ MG for 2.1,2.2										
	4	40	10/07/14-10/13/14	M-F 4p-5p	4p-5p	MTuWThF----	:30		\$175.00	0.00	NM		
			Ⓜ MG for 2.1,2.2										
N 3	40	10/07/14	10/13/14	FOX40 News at 530p	M-F 530p-6p		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/07/14	10/13/14	MTWTF--				4	\$400.00	0.00			
N 4	40	10/07/14	10/13/14	M-F 630p-7p	630p-7p		:30				NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/07/14	10/13/14	MTWTF--				5	\$225.00	0.00			
N 5	40	10/07/14	10/13/14	M-F 7p-730p	7p-730p		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/07/14	10/13/14	MTWTF--				3	\$450.00	0.00			

(* 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. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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Contract / Revision 574111 /	Alt Order # 07154733
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Contract Dates 10/07/14 - 10/13/14	Product HMP EST2670 10/14	Estimate # 2669
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Advertiser House Majority Pac	Original Date / Revision 04/22/14 / 10/13/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	40	10/07/14-10/13/14		M-F 7p-730p	7p-730p	MTuWThF----	:30		450.00	0.00	NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTuWThF----	3	\$360.00	0.00						
2	40	10/07/14-10/13/14		M-F 7p-730p	7p-730p	MTuWThF----	:30		450.00	0.00	NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTuWThF----	2	\$585.00	0.00						
3	40	10/07/14-10/13/14		M-F 7p-730p	7p-730p	MTuWThF----	:30		450.00	0.00	NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTuWThF----	7	\$320.00	0.00						
4	40	10/07/14-10/13/14		M-F 7p-730p	7p-730p	MTuWThF----	:30		450.00	0.00	NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTuWThF----	5	\$250.00	0.00						
5	40	10/07/14-10/13/14		M-F 7p-730p	7p-730p	MTuWThF----	:30		450.00	0.00	NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTuWThF----	1	\$3,000.00	0.00						
6	40	10/07/14-10/13/14		M-F 7p-730p	7p-730p	MTuWThF----	:30		450.00	0.00	NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTuWThF----	3	\$850.00	0.00						
N 6	40	10/07/14	10/13/14	FOX 40 Live @ 7a	7a-8a		:30				NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTWTF--	3	\$360.00	0.00						
N 7	40	10/07/14	10/13/14	M-F 730p-8p	M-F 730p-8p		:30				NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTWTF--	2	\$585.00	0.00						
N 8	40	10/07/14	10/13/14	FOX 40 Live @ 8a	8a-9a		:30				NM	7	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTWTF--	7	\$320.00	0.00						
N 9	40	10/07/14	10/13/14	9a-10a News	9a-10a News		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTWTF--	5	\$250.00	0.00						
N 10	40	10/13/14	10/13/14	Mon Prime A	8p-9p		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/13/14	10/19/14	1-----	1	\$3,000.00	0.00						
		<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>Rtg</u>	<u>Type</u>		
		1	40	10/13/14-10/19/14	Mon Prime A	8p-9p	M-----	:30	\$3,000.00	0.00	NM		
		2	40	10/13/14-10/19/14	Mon Prime A	8p-9p	M-----	:30	\$3,000.00	0.00	NM		
N 11	40	10/13/14	10/13/14	Mon Prime B	9p-10p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/13/14	10/19/14	1-----	1	\$2,500.00	0.00						
		<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>Rtg</u>	<u>Type</u>		
		1	40	10/13/14-10/19/14	Mon Prime B	9p-10p	M-----	:30	\$2,500.00	0.00	NM		
		2	40	10/13/14-10/19/14	Mon Prime B	9p-10p	M-----	:30	\$2,500.00	0.00	NM		
N 12	40	10/11/14	10/12/14	FOX40 News at 5p Sa/Su	5p-6p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/06/14	10/12/14	-----SS	2	\$500.00	0.00						
		<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>Rtg</u>	<u>Type</u>		
		1	40	10/06/14-10/12/14	FOX40 News at 5p Sa/Su	5p-6p	-----SaSu	:30	\$500.00	0.00	NM		
		3	40	10/11/14-10/11/14	KTXL News Special	Various	-----Sa--	:30	\$500.00	0.00	NM		
N 13	40	10/07/14	10/13/14	M-Sun 10p-11p News	M-Sun 10p-11p		:30				NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		10/07/14	10/13/14	MTWTFSS	3	\$850.00	0.00						

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Advertiser House Majority Pac	Original Date / Revision 04/22/14 / 10/13/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 14	40	10/07/14	10/07/14	Tue Prime A	8p-9p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-1-----				1	\$2,800.00	0.00			
<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>Rtg</u>	<u>Type</u>		
1	40	10/06/14-10/12/14		Tue Prime A	8p-9p	-Tu-----	:30		\$2,800.00	0.00	NM		
See MG 14.2													
2	40	10/07/14-10/07/14		Tue Prime A	8p-9p	-Tu-----	:30		\$2,800.00	0.00	NM		
Ⓜ See MG 14.3													
3	40	10/07/14-10/07/14		Tue Prime A	8p-9p	-Tu-----	:30		\$2,800.00	0.00	NM		
Ⓜ MG for 14.2 10/07													
N 15	40	10/08/14	10/08/14	Wed Prime A	8p-9p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	--1----				1	\$2,500.00	0.00			
<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>Rtg</u>	<u>Type</u>		
1	40	10/06/14-10/12/14		Wed Prime Rotator	8p-10p	---W-----	:30		\$2,500.00	0.00	NM		
See MG 15.2													
2	40	10/08/14-10/08/14		Wed Prime A	8p-9p	---W-----	:30		\$2,500.00	0.00	NM		
Ⓜ MG for 15.1 10/08													
Totals										0.00		41	\$24,265.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 -10/13/14	41	\$24,265.00	\$20,625.25
Totals	41	\$24,265.00	\$20,625.25

Signature: _____ **Date:** _____

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