

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

www.koat.com

CONTRACT

Product Issue		Contract / Revision 1800634 /	Alt Order # 09280444
Contract Dates 10/09/18 - 10/15/18		Estimate # 6130 SAVE THE CHILD	
Advertiser Save The Children Action Network		Original Date / Revision 10/11/18 / 10/11/18	
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash	
Property KOAT	Account Executive Mary Tricoli	Sales Office HRP-Philadelph	
Special Handling			
Demographic Adults 35+			
Agency Code	Advertiser Code 785	Product 1/2 815	
Agency Ref		Advertiser Ref	

And:

Silversmith Strategies
1322 G Street SE
Washington, DC 20003

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount	
N 8	KOAT	10/10/18	10/10/18	DR OZ DAY	11A-12P		:30			P-1		NM	0	\$0.00	
Class of Time - Fixed Non Pre-emptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>						
Week:		10/08/18	10/14/18	--1----	1				\$150.00						
<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	10/08/18-10/14/18	DR OZ DAY	11A-12P	---W-----	:30		\$150.00	NM					
Credited															
N 29	KOAT	10/13/18	10/13/18	Action 7 News @ 530p	530-6p		:30			P-1		NM	0	\$0.00	
Class of Time - Fixed Non Pre-emptible															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>						
Week:		10/08/18	10/14/18	-----1-	1				\$500.00						
<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	10/08/18-10/14/18	Action 7 News @ 530p	530-6p	-----Sa--	:30		\$500.00	NM					
Credited															
N 42	KOAT	10/12/18	10/12/18	Action 7 News @ 1030	1030-11p		:30			P-5		NM	1	\$650.00	
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:		10/08/18	10/14/18	-----F--	1				\$650.00						
													Totals	41	\$22,375.00

*Tax 1 Note: New Mexico Tax Rate 7.875%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
10/01/18 - 10/15/18	41	\$22,375.00	(\$3,356.25)	\$19,018.75	\$1,497.73	\$20,516.48
Totals	41	\$22,375.00	(\$3,356.25)	\$19,018.75	\$1,497.73	\$20,516.48

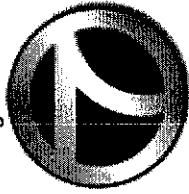
Signature: _____

Date: _____

(* 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> 1800634 /		<u>Alt Order #</u> 09280444
<u>Contract Dates</u> 10/09/18 - 10/15/18	<u>Product</u> <u>Issue</u>	<u>Estimate #</u> 6130 SAVE THE CHILD A
<u>Advertiser</u> Save The Children Action		<u>Original Date / Revision</u> 10/11/18 / 10/11/18

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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/heard-television-advertising-sales
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REP HEADLINE# 9280444 TRF# 1800634
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 610-225-1191

HARRIS REPORT FROM REP OCT11/18 17.21

CHANGES *** KOAT-TV ***

ADV # _____ ADV. NAME ISS/SAVE THE CHILDREN AF

REP.# _____ OFF.# _____ SALESMAN # _____

AGY # _____ AGY. NAME SILVERSMITH STRATEGIES

BUYER NAME JORDAN FOX

1322 G STREET SE

SALES PRSN PH- MARY TRICOLI

WASHINGTON, DC 20003

ORDER # _____ CONTRACT # 9280444

CLASS: NATL. LOCAL REGIONAL

PRDCT SAVE THE CHILD ACT EST#6130 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/18 OCT15/18 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE OCT11/18 17.21

REP: M2 APPLIED - MKGD ON LN 47
TOTAL IS \$22,375
PLEASE CONFIRM
THANKS EMILY

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

SAVE THE CHILDREN ACTION FUND

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

AGENCY ADVERTISER CODE = 785

AGENCY EST# = 6130

AGENCY PRODUCT CODE = 815

8	S		1100A-1200N	30		\$150.00	10/10	10/10	0		WED	0
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PROGRAM : DR OZ

CON COM1: DR OZ

47	A		1030P-1100P	30		\$650.00	10/12	10/12	1		FRI	1
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PROGRAM : NEWS

ORD COM1: PLEASE TURN AROUND QUICKLY

THIS IS A MAKE-GOOD FOR OCT10 ON LINE-8 FOR 1 SPOT/WK

THIS IS A MAKE-GOOD FOR OCT13 ON LINE-30 FOR 1 SPOT/WK

REP HEADLINE# 9280444 TRF# 1800634
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/18 17.21
CHANGES ** KOAT-TV ***

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

30	S		530P-600P	30		\$500.00	10/13	10/13	0		SAT	0
PROGRAM : A7N (EFF 10/6-12/1)												
CON COM1: A7N (EFF 10/6-12/1)												
STATION MAKEGOOD OFFERS:												
M2	OK'D	BUY#8	MISSED:WED/1100A-1200N				OCT10		30S	\$150.00	(OCT11/18)	
		BUY#30	SAT/530P-600P				OCT13		30S	\$500.00		
			OFFER:FRI/1030P-1100P				OCT12		30S	\$650.00	PLS ADVISE.	
CMT:PLEASE TURN AROUND QUICKLY												

OCT/18	22375.00									CONTRACT TOTAL	22375.00	
										TOTAL SPOTS	41	

MARKET TOTALS \$72,177 KOAT 31% KRQE 42% KOB 19% KWBQ 4% KASA 4% 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# 9280444 TRF# 1800634
\$\$\$ MOD# 2: APPROVED REV #0 \$\$\$

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

FAX# 610-225-1191
HARRIS REPORT FROM STATION OCT11/18 16.54
*** KOAT-TV ***

ADV # _____ ADV. NAME ISS/SAVE THE CHILDREN AF
AGY # _____ AGY. NAME SILVERSMITH STRATEGIES
1322 G STREET SE
WASHINGTON, DC 20003

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME JORDAN FOX
SALES PRSN PH- MARY TRICOLI

ORDER # _____ CONTRACT # 9280444 CLASS: NATL. LOCAL REGIONAL
PRDCT SAVE THE CHILD ACT EST#6130 COMMENTS: (LINE, ORDER, INVOICE) _____
FLIGHT DATES OCT9/18 OCT15/18 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT11/18 16.54

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

SAVE THE CHILDREN ACTION FUND
STATION MAKEGOOD OFFERS:

M2	UNRESL	BUY#8	MISSED:WED/1100A-1200N	OCT10	30S	\$150.00	(OCT11/18)
		BUY#30	SAT/530P-600P	OCT13	30S	\$500.00	
			OFFER:FRI/1030P-1100P	OCT12	30S	\$650.00	PLS ADVISE.
			CMT:PLEASE TURN AROUND QUICKLY				

CONTRACT TOTAL 22375.00
TOTAL SPOTS 42