

## CONTRACT



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

<u>Contract / Revision</u> 624365 /		<u>Alt Order #</u>
<u>Product</u> P&T 4 Tuck ST SUP		
<u>Contract Dates</u> 10/10/14 - 10/17/14		<u>Estimate #</u>
<u>Advertiser</u> PTTSS		<u>Original Date / Revision</u> 10/09/14 / 10/09/14
<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 Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 12521	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Services, Inc.**  
**1911 North Ft Myer Drive**  
**Ste 400**  
**Arlington, VA 22209**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	40	10/14/14	10/14/14	FOX 40 Live @ 5a	5a-6a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/13/14	10/19/14	-T-----				1	\$150.00	0.00			
N 2	40	10/10/14	10/10/14	FOX 40 Live @ 5a	5a-6a		:30				NM	1	\$150.00
		<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	----F--				1	\$150.00	0.00			
N 3	40	10/14/14	10/17/14	FOX 40 Live @ 6a	6a-7a		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/13/14	10/19/14	-T--F--				2	\$300.00	0.00			
N 4	40	10/13/14	10/17/14	FOX 40 Live @ 7a	7a-8a		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/13/14	10/19/14	MT--F--				3	\$300.00	0.00			
N 5	40	10/10/14	10/10/14	FOX 40 Live @ 8a	8a-9a		:30				NM	1	\$300.00
		<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	----F--				1	\$300.00	0.00			
N 6	40	10/13/14	10/13/14	FOX 40 Live @ 8a	8a-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/13/14	10/19/14	M-----				1	\$300.00	0.00			
N 7	40	10/14/14	10/14/14	FOX40 News at 5p	5p-530p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/13/14	10/19/14	-T-----				1	\$450.00	0.00			
N 8	40	10/13/14	10/17/14	FOX40 News at 530p	M-F 530p-6p		: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: 10/13/14	10/19/14	M-W-F--				3	\$450.00	0.00			
N 9	40	10/10/14	10/10/14	FOX40 News at 6	M-F 6p-630p		:30				NM	1	\$450.00
		<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	----F--				1	\$450.00	0.00			
N 10	40	10/15/14	10/17/14	FOX40 News at 6	M-F 6p-630p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/13/14	10/19/14	--W-F--				2	\$450.00	0.00			
N 11	40	10/10/14	10/10/14	M-F 10p-11p	10p-11p		:30				NM	1	\$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	----F--				1	\$800.00	0.00			
N 12	40	10/13/14	10/17/14	M-F 10p-11p	10p-11p		:30				NM	5	\$4,000.00

(\* 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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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	MTWTF--				5	\$800.00	0.00			
N 13	40	10/11/14	10/11/14	KTXL News Special	8-9p		:30				NM	1	\$400.00
		<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	-----S-				1	\$400.00	0.00			
N 14	40	10/12/14	10/12/14	FOX40 News at 5p Sa/Su	5p-6p		:30				NM	1	\$400.00
		<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	-----S				1	\$400.00	0.00			
N 15	40	10/12/14	10/12/14	Su 8a-9a	8a-9a		: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>			
Week:		10/06/14	10/12/14	-----S				1	\$500.00	0.00			
Totals										0.00		25	\$11,650.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/17/14	25	\$11,650.00	\$9,902.50
<b>Totals</b>	25	\$11,650.00	\$9,902.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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