

CONTRACT

www.koat.com

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

And:

Waterfront Strategies
3050 K Street NW
Washington, DC 20007

Contract / Revision 1611757 /		Alt Order # 08630191
Product Issue		
Contract Dates 04/29/17 - 05/02/17		Estimate # 5985 BETTER WAY 4 S
Advertiser Better Way for Santa Fe & Pre-K		Original Date / Revision 04/28/17 / 04/28/17
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 339	Product 1/2 360
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 1	KOAT	04/30/17	04/30/17	NBA PLAYOFF GAMENBA PLAYOFF G			:30			P-5		NM	3	\$2,400.00
		Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	04/24/17	04/30/17	-----3				3	\$800.00					
N 2	KOAT	04/30/17	04/30/17	NBA PLAYOFF GAMENBA PLAYOFF G			:30			P-5		NM	2	\$1,600.00
		Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	04/24/17	04/30/17	-----2				2	\$800.00					
N 3	KOAT	04/30/17	04/30/17	AFV	6-7p		:30			P-3		NM	1	\$800.00
		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:	04/24/17	04/30/17	-----1				1	\$800.00					
N 4	KOAT	05/02/17	05/02/17	Action 7 News @ 5p	5-530p		:30			P-5		NM	1	\$340.00
		Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	05/01/17	05/07/17	-1-----				1	\$340.00					
N 5	KOAT	04/30/17	05/01/17	M-Sun Overnight Rota 1-430a			:30			P-3		NM	3	\$30.00
		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:	04/30/17	05/06/17	M-----S				3	\$10.00					
Totals									0.00				10	\$5,170.00

*Tax 1 Note: New Mexico Tax Rate 7.313%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
03/27/17 - 04/30/17	7	\$4,810.00	(\$721.50)	\$4,088.50	\$298.99	\$4,387.49
05/01/17 - 05/02/17	3	\$360.00	(\$54.00)	\$306.00	\$22.38	\$328.38
Totals	10	\$5,170.00	(\$775.50)	\$4,394.50	\$321.37	\$4,715.87

(* 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, 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.

Hearst Television Inc, 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>	<u>Alt Order #</u>
1611757 /	08630191

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
04/29/17 - 05/02/17	Issue	5985 BETTER WAY 4 SAN

<u>Advertiser</u>	<u>Original Date / Revision</u>
Better Way for Santa Fe	04/28/17 / 04/28/17

Signature: _____ **Date:** _____

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REP HEADLINE# 8630191
*** ORIGINAL REV#0 ***

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

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP

APR28/17 13.15
*** KOAT-TV ***

ADV # ADV. NAME ISS/BETTER WAY 4 SF &PRK
AGY # AGY. NAME WATERFRONT STRATEGIES

3050 K STREET NW - SUITE 100

WASHINGTON, DC 20007

ORDER # CONTRACT # 8630191

CLASS: NATL. LOCAL REGIONAL

PRDCT BETTER WAY 4 SANTAFE EST#5985 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES APR29/17 MAY2/17 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE APR28/17 13.15

REP: NEW ORDER TLLING \$5170.. FLIGHT 4/30-5/3.. PLS CONFIRM THANKS MARY
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
BETTER WAY FOR SANTA FE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 339
AGENCY PRODUCT CODE = 360
AGENCY EST# = 5985

1			700P-800P	30		\$415.00	4/29	4/29	0		SAT	0
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PROGRAM : ABC ENCORES
CON COM1: ABC ENCORES
CON COM2: LOGS CLOSED

2			800P-900P	30		\$415.00	4/29	4/29	0		SAT	0
---	--	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : ABC ENCORES
CON COM1: ABC ENCORES
CON COM2: LOGS CLOSED

3			1030A-130P	30		\$800.00	4/30	4/30	3		SUN	3
---	--	--	------------	----	--	----------	------	------	---	--	-----	---

PROGRAM : NBA FINALS: GAME #76/18/17
CON COM1: NBA FINALS: GAME #76/18/17

REP HEADLINE# 8630191
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

APR28/17 13.15
 *** KOAT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			130P-400P	30		\$800.00	4/30	4/30	2		SUN	2
PROGRAM : NBA FINALS: GAME #76/18/17												
CON COM1 : NBA FINALS: GAME #76/18/17												
5			600P-700P	30		\$800.00	4/30	4/30	1		SUN	1
PROGRAM : AFHV												
CON COM1 : AFHV												
6			500P-530P	30		\$340.00	5/2	5/2	1		TUE	1
PROGRAM : ACTION 7 NEWS AT 5P												
CON COM1 : ACTION 7 NEWS AT 5P												
7			100A-259A	30		\$10.00	4/30	5/1	3		SU-M	3
PROGRAM : OVERNITES												
APR/17			\$4,830.00			MAY/17			\$340.00			
											CONTRACT TOTAL	\$5,170.00
											TOTAL SPOTS	10

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KCAT / Albuquerque	Date: 4/28/17
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I, Jesse Demastrie - authorized media buyer
do hereby request station time concerning the following issue:

Better Way for Santa Fe and Pre-K

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS	ORDERED				

This broadcast time will be used by: Better Way for Santa Fe + Pre-K

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Better Way For Santa Fe & Pre-K
PO Box 31731 Santa Fe, NM 87594

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor")

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Jorge Neri, Campaign Manager + Treasurer

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

4/28/17 [Signature] 202-338-8700
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
<u>[Signature]</u>	<u>Marcus Liburd</u>	<u>NSM</u>
Signature	Printed Name	Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any, and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.