

# CONTRACT



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

<u>Contract / Revision</u> 13671 /		<u>Alt Order #</u> 07346744 WO 623817
<u>Product</u> YES ON PROP 1.2		
<u>Contract Dates</u> 10/27/14 - 11/04/14		<u>Estimate #</u> 1612
<u>Advertiser</u> Yes on Props 1 and 2		<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-TV	<u>Account Executive</u> Tim Scanlan	<u>Sales Office</u> NSO Los Angeles
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 42.10
<u>IDB#</u>	<u>Advertiser Code</u> 188	<u>Product Code</u> 311
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Sadler Strategic Media Inc**  
**Attention: Sheri Sadler**  
**12103 Viewcrest Rd**  
**Studio City, CA 91604**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	40	10/27/14	10/31/14	M-F 430a-5a	430 AM- 500 AM		:30				NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				4	\$40.00	0.20			
N 2	40	10/27/14	10/31/14	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				3	\$400.00	0.60			
N 3	40	10/27/14	10/31/14	M-F 5a-6a	5:00 AM-6:00 AM		:30				NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				4	\$150.00	0.40			
N 4	40	10/27/14	10/31/14	M-F 530p-6p	5:30 PM-6:00 PM		: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:		10/27/14	11/02/14	MTWTF--				2	\$450.00	0.50			
N 5	40	10/27/14	10/31/14	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				2	\$500.00	0.50			
N 6	40	10/27/14	10/31/14	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				4	\$300.00	0.60			
N 7	40	10/27/14	10/31/14	M-F 7a-8a	7:00 AM-8:00 AM		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				4	\$300.00	0.80			
N 8	40	10/27/14	10/31/14	M-F 8a-9a	8:00 AM-9:00 AM		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				4	\$300.00	0.70			
N 9	40	10/27/14	10/31/14	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	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:		10/27/14	11/02/14	MTWTF--				2	\$250.00	0.70			
N 10	40	10/27/14	11/02/14	M-Su 10p-11p	10:00 PM-11:00 PM		:30				NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTFSS				5	\$800.00	1.50			
N 11	40	11/03/14	11/03/14	M-F 10p-11p	10:00 PM-11:00 PM		:30				NM	2	\$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:		11/03/14	11/09/14	2-----				2	\$800.00	1.50			
N 12	40	11/03/14	11/03/14	M-F 430a-5a	430 AM- 500 AM		:30				NM	1	\$40.00

(\* 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. Two week advance cancellation notice is required unless otherwise specified.



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<u>Contract Dates</u> 10/27/14 - 11/04/14	<u>Product</u> YES ON PROP 1.2	<u>Estimate #</u> 1612
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<u>Advertiser</u> Yes on Props 1 and 2	<u>Original Date / Revision</u> 10/09/14 / 10/09/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$40.00	0.20			
N 13	40	11/03/14	11/03/14	M-F 5p-530p	5:00 PM-5:30 PM		: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:		11/03/14	11/09/14	1-----				1	\$400.00	0.60			
N 14	40	11/03/14	11/03/14	M-F 5a-6a	5:00 AM-6:00 AM		: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:		11/03/14	11/09/14	1-----				1	\$150.00	0.40			
N 15	40	11/03/14	11/03/14	M-F 530p-6p	5:30 PM-6:00 PM		: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:		11/03/14	11/09/14	1-----				1	\$450.00	0.50			
N 16	40	11/03/14	11/03/14	M-F 6p-630p	6:00 PM-6:30 PM		: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:		11/03/14	11/09/14	1-----				1	\$500.00	0.50			
N 17	40	11/03/14	11/03/14	M-F 6a-7a	6:00 AM-7:00 AM		: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:		11/03/14	11/09/14	1-----				1	\$300.00	0.60			
N 18	40	11/03/14	11/03/14	M-F 7a-8a	7:00 AM-8:00 AM		: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:		11/03/14	11/09/14	1-----				1	\$300.00	0.80			
N 19	40	11/03/14	11/03/14	M-F 8a-9a	8:00 AM-9:00 AM		: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:		11/03/14	11/09/14	1-----				1	\$300.00	0.70			
N 20	40	11/03/14	11/03/14	Monday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$5,000.00	3.50			
N 21	40	10/27/14	11/03/14	Monday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	1-----				1	\$4,500.00	2.60			
Week:		11/03/14	11/09/14	1-----				1	\$4,500.00	2.60			
D 22	40	10/25/14	10/25/14	College Football Gm	1230 PM - 400 PM		:30				NM	0	\$0.00
D 23	40	10/18/14	10/18/14	MLB NLCS	12:30 PM-4:00 PM		:30				NM	0	\$0.00
D 24	40	10/11/14	10/11/14	MLB NLCS	4:30 PM-8:00 PM		:30				NM	0	\$0.00
D 25	40	10/12/14	10/12/14	NFL Reg Ssn Early Gm	10:00 AM-1:00 PM		:30				NM	0	\$0.00
D 26	40	10/19/14	10/19/14	NFL Reg Ssn Early Gm	10:00 AM-1:00 PM		:30				NM	0	\$0.00
D 27	40	10/26/14	10/26/14	NFL Reg Ssn Early Gm	10:00 AM-1:00 PM		:30				NM	0	\$0.00
D 28	40	10/12/14	10/12/14	NFL Reg Ssn Late Gm	1:25 PM-4:30 PM		:30				NM	0	\$0.00
D 29	40	10/19/14	10/19/14	NFL Reg Ssn Late Gm	1:25 PM-4:30 PM		:30				NM	0	\$0.00
D 30	40	10/26/14	10/26/14	NFL Reg Ssn Early Gm	6:30 AM-9:30 AM		:30				NM	0	\$0.00
N 31	40	10/27/14	10/30/14	Thursday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	---1---				1	\$4,000.00	2.60			
D 32	40	10/21/14	10/21/14	MLB World Series	4:30 PM-8:00 PM		:30				NM	0	\$0.00
<b>Totals</b>										42.10		48	\$34,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/27/14 - 11/03/14	48	\$34,000.00	\$28,900.00
<b>Totals</b>	48	\$34,000.00	\$28,900.00

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13671 /	07346744 WO 623817

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/27/14 - 11/04/14	YES ON PROP 1.2	1612

<u>Advertiser</u>	<u>Original Date / Revision</u>
Yes on Props 1 and 2	10/09/14 / 10/09/14

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

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