



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

Del Ray Media
1427 Leslie Ave
Suite 106
Alexandria, VA 22301

And:

CONTRACT

<u>Product</u> Issue		<u>Contract / Revision</u> 1798075 /	<u>Alt Order #</u> 09274051
<u>Contract Dates</u> 10/16/18 - 10/22/18	<u>Estimate #</u> 310203 NRCC IE		
<u>Advertiser</u> NRCC	<u>Original Date / Revision</u> 10/17/18 / 10/17/18		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash	
<u>Property</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP-Philadelph	
<u>Special Handling</u>			
<u>Demographic</u> Adults 35+			
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>	
<u>Agency Ref</u>	<u>Advertiser Ref</u>		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount	
N 48	KOAT	10/20/18	10/20/18	Action 7 News @ 5p	S5-530p		:30			P-1		NM	0	\$0.00	
Class of Time - Fixed Non Pre-emptible															
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>						
		10/15/18	10/21/18	-----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	10/15/18-10/21/18	Action 7 News @ 5p Sat	5-530p	-----Sa---	:30		\$500.00	NM					
Credited															
N 49	KOAT	10/20/18	10/20/18	Action 7 News @ 530p	530-6p		:30			P-1		NM	0	\$0.00	
Class of Time - Fixed Non Pre-emptible															
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>						
		10/15/18	10/21/18	-----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	10/15/18-10/21/18	Action 7 News @ 530p Sat	530-6p	-----Sa---	:30		\$500.00	NM					
Credited															
N 78	KOAT	10/20/18	10/20/18	College Football	10a-130p		:30			P-5		NM	1	\$500.00	
Class of Time - Pre-emptible with notice															
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>						
		10/15/18	10/21/18	-----S-	1				\$500.00						
N 79	KOAT	10/20/18	10/20/18	College Football Sa	12:28p-6p		:30			P-5		NM	1	\$500.00	
Class of Time - Pre-emptible with notice															
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>						
		10/15/18	10/21/18	-----S-	1				\$500.00						
Totals														98	\$51,835.00
														0.00	\$51,835.00
*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 - 10/22/18		98		\$51,835.00		(\$7,775.25)		\$44,059.75		\$3,469.71		\$47,529.46			
Totals		98		\$51,835.00		(\$7,775.25)		\$44,059.75		\$3,469.71		\$47,529.46			

(* 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> 1798075 /		<u>Alt Order #</u> 09274051
<u>Contract Dates</u> 10/16/18 - 10/22/18	<u>Product</u> Issue	<u>Estimate #</u> 310203 NRCC IE
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/17/18 / 10/17/18

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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REP HEADLINE# 9274051 TRF# 1798075
\$\$\$ 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 OCT17/18 10.12
CHANGES *** KOAT-TV ***

ADV # _____ ADV. NAME ISS/NRCC-IE
AGY # _____ AGY. NAME DEL RAY MEDIA
1427 LESLIE AVE, SUITE #102
ALEXANDRIA, VA 22301

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME ANDREA BAKER
SALES PRSN PH- MARY TRICOLI

ORDER # _____ CONTRACT # 9274051 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#**** COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES OCT16/18 OCT22/18 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT17/18 10.12

REP: M2 APPLIED - MKGD ON LN 84-85
TOTAL IS \$51,835
PLEASE CONFIRM
THANKS EMILY

STA:

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

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

AGENCY ADVERTISER CODE = NRCCI AGENCY EST# = 310203
AGENCY PRODUCT CODE = ORDR

50	S		500P-530P	30		\$500.00	10/20	10/20	0		SAT	0
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PROGRAM : A7N
RA35+ : 2.2
CON COM1: A7N

84	A		1000A-130P	30		\$500.00	10/20	10/20	1		SAT	1
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PROGRAM : COLLEGE FTBL
RA35+ : 2.2
ORD COM1: PROG CHGS. PLS ADVISE ASAP ON MG OFFERS.
THIS IS A MAKE-GOOD FOR OCT20 ON LINE-50 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT20 ON LINE-51 FOR 1 SPOT/WK

REP HEADLINE# 9274051 TRF# 1798075
\$\$\$ 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

OCT17/18 10.12

CHANGES

*** KOAT-TV ***

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

85	A		130P-500P	30		\$500.00	10/20	10/20	1		SAT	1
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PROGRAM : COLLEGE FTBL

RA35+ : 2.2

ORD COM1: PROG CHGS. PLS ADVISE ASAP ON MG OFFERS.

PART OF A MAKEGOOD MADE UP OF LINES 84-85

51	S		530P-600P	30		\$500.00	10/20	10/20	0		SAT	0
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PROGRAM : A7N (EFF 10/6-12/1)

RA35+ : 4.4

CON COM1: A7N (EFF 10/6-12/1)

STATION MAKEGOOD OFFERS:

M2	OK'D	BUY#50	MISSED: SAT/500P-530P	OCT20	30S	\$500.00	(OCT16/18)
		BUY#51	SAT/530P-600P	OCT20	30S	\$500.00	
			OFFER: SAT/1000A-130P	OCT20	30S	\$500.00	PLS ADVISE.
			& SAT/130P-500P	OCT20	30S	\$500.00	
			CMT: PROG CHGS. PLS ADVISE ASAP ON MG OFFERS.				

OCT/18 51835.00

CONTRACT TOTAL 51835.00
TOTAL SPOTS 98

MARKET TOTALS \$152,455 KOAT 34% KRQE 39% KOB 21% KWBQ 0% KASA 6% KASY 0% CABL 0%

SVC- NSI

DEMOS- RA35+* A35+

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# 9274051 TRF# 1798075
\$\$\$ 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 OCT16/18 10.48
*** KOAT-TV ***

ADV # _____ ADV. NAME ISS/NRCC-IE
AGY # _____ AGY. NAME DEL RAY MEDIA
1427 LESLIE AVE, SUITE #102
ALEXANDRIA, VA 22301

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME ANDREA BAKER
SALES PRSN PH- MARY TRICOLI

ORDER # _____ CONTRACT # 9274051 CLASS: NATL. LOCAL REGIONAL
PRDCT NRCC IE EST#**** COMMENTS: (LINE, ORDER, INVOICE) _____
FLIGHT DATES OCT16/18 OCT22/18 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT16/18 10.48

STA:

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

STATION MAKEGOOD OFFERS:

M2	UNRESL	BUY#50	MISSED: SAT/500P-530P	OCT20	30S	\$500.00	(OCT16/18)
		BUY#51	SAT/530P-600P	OCT20	30S	\$500.00	
			OFFER: SAT/1000A-130P	OCT20	30S	\$500.00	PLS ADVISE.
			& SAT/130P-500P	OCT20	30S	\$500.00	
CMT: PROG CHGS. PLS ADVISE ASAP ON MG OFFERS.							

CONTRACT TOTAL 51835.00
TOTAL SPOTS 98