

CONTRACT



KMTV
 10714 Mockingbird Drive
 Omaha, NE 68127
 (402) 592-3333

<u>Contract / Revision</u> 775975 /		<u>Alt Order #</u>
<u>Advertiser</u> ESA Fund		<u>Original Date / Revision</u> 10/21/20 / 11/02/20
<u>Contract Dates</u> 10/22/20 - 11/03/20	<u>Estimate #</u> 9492	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KMTV	<u>Account Executive</u> Michael Eiring	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> TV12736	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 114716	<u>Advertiser Ref</u> 211087	

And:

Mentzer Media
 210 West Pennsylvania Ave
 Suite 250
 Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KMTV	10/22/20	11/03/20	M-F 6-7am News	6-7am		:30			NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/20	10/25/20	---11--				2	\$600.00			
	Week:	10/26/20	11/01/20	111-1--				4	\$600.00			
	Week:	11/02/20	11/08/20	11-----				2	\$600.00			
N 2	KMTV	10/22/20	11/03/20	M-F CBS This Morning	7-9am		:30			NM	9	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/20	10/25/20	---11--				2	\$750.00			
	Week:	10/26/20	11/01/20	11111--				5	\$750.00			
	Week:	11/02/20	11/08/20	11-----				2	\$750.00			
N 3	KMTV	10/22/20	11/03/20	Su 8-930am	8-930am		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/20	10/25/20	-----1				1	\$2,500.00			
	Week:	10/26/20	11/01/20	-----1				1	\$2,500.00			
	Week:	11/02/20	11/08/20	-----				0	\$750.00			
N 4	KMTV	10/22/20	11/03/20	Su 930-1030am	930-1030am		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/20	10/25/20	-----1				1	\$2,500.00			
	Week:	10/26/20	11/01/20	-----1				1	\$2,500.00			
	Week:	11/02/20	11/08/20	-----				0	\$750.00			
N 5	KMTV	10/22/20	11/03/20	M-F 6-7pm News	6-7pm		:30			NM	8	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/20	10/25/20	---11--				2	\$1,750.00			
	Week:	10/26/20	11/01/20	11111--				5	\$1,750.00			
	Week:	11/02/20	11/08/20	1-----				1	\$1,750.00			
N 6	KMTV	10/22/20	11/03/20	Monday Prime A	7-8pm/7-9pm		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/20	10/25/20	-----				0	\$1,750.00			
	Week:	10/26/20	11/01/20	1-----				1	\$2,000.00			
	Week:	11/02/20	11/08/20	1-----				1	\$2,000.00			
N 7	KMTV	10/22/20	11/03/20	Monday Prime C	9-10pm		:30			NM	2	\$7,000.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----				0	\$1,750.00			
Week:		10/26/20	11/01/20	1-----				1	\$3,500.00			
Week:		11/02/20	11/08/20	1-----				1	\$3,500.00			
N 8	KMTV	10/22/20	11/03/20	Tuesday Prime A	7-8pm		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----				0	\$1,750.00			
Week:		10/26/20	11/01/20	-1-----				1	\$5,000.00			
Week:		11/02/20	11/08/20	-----				0	\$3,500.00			
N 9	KMTV	10/22/20	11/03/20	Tuesday Prime C	9-10pm		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----				0	\$1,750.00			
Week:		10/26/20	11/01/20	-1-----				1	\$5,000.00			
Week:		11/02/20	11/08/20	-----				0	\$3,500.00			
N 10	KMTV	10/22/20	11/03/20	Thursday Prime A	7-8pm		:30			NM	7	\$11,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	---1---				1	\$3,200.00			
<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	KMTV	10/19/20-10/25/20		Thursday Prime A	7-8pm	----Th----	:30		\$3,200.00	NM		
See MG 10.3,10.4,10.5,10.6,10.7,10.8												
3	KMTV	10/28/20-10/28/20		Wednesday Prime B	8-9pm	---W-----	:30		\$2,500.00	NM		
Ⓜ MG for 11.1,16.2,10.1												
4	KMTV	10/30/20-10/30/20		Friday Prime A	7-8pm	-----F----	:30		\$3,500.00	NM		
Ⓜ MG for 11.1,16.2,10.1												
5	KMTV	10/31/20-10/31/20		Saturday Prime A	7-8pm/79pm	-----Sa--	:30		\$1,000.00	NM		
Ⓜ MG for 11.1,16.2,10.1												
6	KMTV	10/26/20-10/30/20		M-F 1035-1137pm	1035-1137pm	MTuWThF----	:30		\$1,000.00	NM		
Ⓜ MG for 11.1,16.2,10.1												
7	KMTV	11/01/20-11/01/20		Su 1235-135xm	1235-135xm	-----Su	:30		\$100.00	NM		
8	KMTV	11/01/20-11/01/20		Su 1235-135xm	1235-135xm	-----Su	:30		\$100.00	NM		
Week:		10/26/20	11/01/20	---1---				1	\$3,200.00			
Week:		11/02/20	11/08/20	-----				0	\$3,500.00			
N 11	KMTV	10/22/20	11/03/20	Friday Prime A	7-8pm		:30			NM	4	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	----1--				1	\$3,500.00			
<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	KMTV	10/19/20-10/25/20		Friday Prime A	7-8pm	-----F----	:30		\$3,500.00	NM		
See MG 10.3,10.4,10.5,10.6,10.7,10.8												
Week:		10/26/20	11/01/20	----1--				1	\$3,500.00			
2	KMTV	10/26/20-11/01/20		Friday Prime A	7-8pm	-----F----	:30		\$3,500.00	NM		
See MG 11.3,11.4,11.5,11.6												
3	KMTV	11/03/20-11/03/20		M-F 6-7am News	6-7am	-Tu-----	:30		\$750.00	NM		
Ⓜ MG for 11.2 10/30												
4	KMTV	11/03/20-11/03/20		M-F 6-7am News	6-7am	-Tu-----	:30		\$750.00	NM		
Ⓜ MG for 11.2 10/30												
5	KMTV	11/03/20-11/03/20		M-F CBS This Morning	7-9am	-Tu-----	:30		\$1,000.00	NM		
Ⓜ MG for 11.2 10/30												
6	KMTV	11/03/20-11/03/20		M-F CBS This Morning	7-9am	-Tu-----	:30		\$1,000.00	NM		
Ⓜ MG for 11.2 10/30												

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/20	11/08/20	-----				0	\$3,500.00			
N 12	KMTV	10/22/20	11/03/20	Saturday Prime A	7-8pm/79pm		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----1-				1	\$1,000.00			
Week:		10/26/20	11/01/20	-----1-				1	\$1,000.00			
Week:		11/02/20	11/08/20	-----				0	\$3,500.00			
N 13	KMTV	10/22/20	11/03/20	Saturday Prime C	9-10pm		:30			NM	3	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----1-				1	\$2,200.00			
<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	KMTV	10/19/20-10/25/20		Saturday Prime C	9-10pm	-----Sa--	:30		\$2,200.00	NM		
See MG 13.3,13.4												
3	KMTV	10/31/20-10/31/20		SEC Football Day Game	SEC Football Day	-----Sa--	:30		\$1,100.00	NM		
Ⓜ MG for 13.1 10/24												
4	KMTV	10/31/20-10/31/20		SEC Football Day Game	SEC Football Day	-----Sa--	:30		\$1,100.00	NM		
Ⓜ MG for 13.1 10/24												
Week:		10/26/20	11/01/20	-----1-				1	\$2,200.00			
Week:		11/02/20	11/08/20	-----				0	\$3,500.00			
N 14	KMTV	10/22/20	11/03/20	Sunday Prime A	6-7pm		:30			NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----1				1	\$8,000.00			
Week:		10/26/20	11/01/20	-----1				1	\$8,000.00			
Week:		11/02/20	11/08/20	-----				0	\$3,500.00			
N 15	KMTV	10/22/20	11/03/20	Sunday Prime B	7-8pm		:30			NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----1				1	\$5,000.00			
Week:		10/26/20	11/01/20	-----1				1	\$5,000.00			
Week:		11/02/20	11/08/20	-----				0	\$3,500.00			
N 16	KMTV	10/22/20	11/03/20	Sunday Prime D	9-10pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----1				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	KMTV	10/19/20-10/25/20		Sunday Prime D	9-10pm	-----Su	:30		\$1,500.00	NM		
See MG 16.3												
3	KMTV	10/19/20-10/25/20		Sunday Prime C	8-10:30pm	-----Su	:30		\$1,500.00	NM		
Ⓜ MG for 16.1 10/25												
Week:		10/26/20	11/01/20	-----1				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>		
2	KMTV	10/26/20-11/01/20		Sunday Prime D	9-10pm	-----Su	:30		\$1,500.00	NM		
See MG 10.3,10.4,10.5,10.6,10.7,10.8												
Week:		11/02/20	11/08/20	-----				0	\$3,500.00			
N 17	KMTV	10/22/20	11/03/20	M-F 10-1035pm News	10-1035pm		:30			NM	8	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	---11--				2	\$1,500.00			
Week:		10/26/20	11/01/20	11111--				5	\$1,500.00			
Week:		11/02/20	11/08/20	1-----				1	\$1,500.00			
N 18	KMTV	10/22/20	11/03/20	Sa 10-1035pm News	10-1035pm		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----1-				1	\$1,500.00			

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Week:		10/26/20	11/01/20	-----1-				1	\$1,500.00			
Week:		11/02/20	11/08/20	-----				0	\$1,500.00			
N 19	KMTV	10/22/20	11/03/20	Su 10-1035pm News	10-1035pm		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----1				1	\$1,500.00			
Week:		10/26/20	11/01/20	-----1				1	\$1,500.00			
Week:		11/02/20	11/08/20	-----				0	\$1,500.00			
N 20	KMTV	10/22/20	11/03/20	M-F 1035-1137pm	1035-1137pm		:30			NM	8	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	---11--				2	\$1,000.00			
Week:		10/26/20	11/01/20	11111--				5	\$1,000.00			
<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>		
7	KMTV	10/26/20-11/01/20		M-F 1035-1137pm	1035-1137pm	MTuWThF----	:30		\$1,000.00	NM		
See MG 20.9												
9	KMTV	11/01/20-11/01/20		Su CBS Evening News	5-530pm	-----Su	:30		\$1,000.00	NM		
Ⓜ MG for 20.7 10/30												
Week:		11/02/20	11/08/20	1-----				1	\$1,000.00			
Totals											76	\$131,350.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/20 - 10/25/20	18	\$34,700.00	(\$5,205.00)	\$29,495.00
10/26/20 - 11/03/20	58	\$96,650.00	(\$14,497.50)	\$82,152.50
Totals	76	\$131,350.00	(\$19,702.50)	\$111,647.50

Signature: _____ **Date:** _____

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