

# CONTRACT



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

And:

**Greenstripe Media**  
**424 N Old Newport Blvd**  
**Newport Beach, CA 92663**

<u>Contract / Revision</u> 605557 /		<u>Alt Order #</u>
<u>Product</u> No on 46		
<u>Contract Dates</u> 10/27/14 - 11/02/14		<u>Estimate #</u> 102364
<u>Advertiser</u> Patients,Providers,Healthcare Insurers to Pro		<u>Original Date / Revision</u> 09/02/14 / 09/02/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTXL	<u>Account Executive</u> Kasey Petritsch	<u>Sales Office</u> Sacramento - K
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	40	10/27/14	10/31/14	FOX 40 Live @ 5a	5a-6a		:30				NM	3	\$360.00
		<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			\$120.00	0.00				
N 2	40	10/27/14	10/31/14	FOX 40 Live @ 6a	6a-7a		: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	0.00				
3	40	10/27/14	10/31/14	FOX 40 Live @ 7a	7a-8a		:30				NM	4	\$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:		10/27/14	11/02/14	MTWTF--	4			\$350.00	0.00				
4	40	10/27/14	10/31/14	FOX 40 Live @ 8a	8a-9a		:30				NM	2	\$700.00
		<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			\$350.00	0.00				
5	40	10/27/14	10/31/14	9a-10a News	9a-10a News		: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	0.00				
6	40	11/02/14	11/02/14	Su 8a-9a	8a-9a		: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:		10/27/14	11/02/14	-----S	1			\$400.00	0.00				
7	40	10/27/14	10/31/14	M-F 10a-11a	10a-11a		:30				NM	2	\$250.00
		<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			\$125.00	0.00				
8	40	10/27/14	10/31/14	M-F 1130a-12p	1130a-12p		:30				NM	2	\$250.00
		<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			\$125.00	0.00				
9	40	10/27/14	10/31/14	M-F 12p-1p	12p-1p		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/27/14	11/02/14	MTWTF--	2			\$175.00	0.00				
10	40	10/27/14	10/31/14	M-F 1p-2p	1p-2p		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/27/14	11/02/14	MTWTF--	2			\$175.00	0.00				
11	40	10/27/14	10/31/14	M-F 3p-4p	3p-4p		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/27/14	11/02/14	MTWTF--	2			\$150.00	0.00				
12	40	10/27/14	10/31/14	M-F 4p-5p	4p-5p		:30				NM	2	\$500.00

(\* 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>Contract Dates</u> <b>10/27/14 - 11/02/14</b>	<u>Product</u> No on 46	<u>Estimate #</u> <b>102364</b>
<u>Advertiser</u> <b>Patients,Providers,Health</b>		<u>Original Date / Revision</u> 09/02/14 / 09/02/14

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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:		10/27/14	11/02/14	MTWTF--				2	\$250.00	0.00			
13	40	10/27/14	10/31/14	M-F 630p-7p	630p-7p		:30				NM	2	\$500.00
Week:		10/27/14	11/02/14	MTWTF--				2	\$250.00	0.00			
14	40	10/27/14	10/31/14	FOX40 News at 5p	5p-530p		:30				NM	3	\$1,200.00
Week:		10/27/14	11/02/14	MTWTF--				3	\$400.00	0.00			
N 15	40	10/27/14	10/31/14	FOX40 News at 530p	M-F 530p-6p		:30				NM	3	\$1,350.00
Week:		10/27/14	11/02/14	MTWTF--				3	\$450.00	0.00			
N 16	40	10/27/14	10/31/14	FOX40 News at 6	M-F 6p-630p		:30				NM	3	\$1,950.00
Week:		10/27/14	11/02/14	MTWTF--				3	\$650.00	0.00			
17	40	11/02/14	11/02/14	FOX40 News at 5p Sa/Su	5p-6p		:30				NM	1	\$700.00
Week:		10/27/14	11/02/14	-----S				1	\$700.00	0.00			
18	40	10/27/14	10/31/14	M-F 7p-730p	7p-730p		:30				NM	2	\$1,000.00
Week:		10/27/14	11/02/14	MTWTF--				2	\$500.00	0.00			
19	40	10/27/14	10/31/14	M-F 730p-8p	M-F 730p-8p		:30				NM	2	\$1,200.00
Week:		10/27/14	11/02/14	MTWTF--				2	\$600.00	0.00			
N 20	40	11/02/14	11/02/14	Su 6p-7p	Su 6p-7p		:30				NM	1	\$600.00
Week:		10/27/14	11/02/14	-----S				1	\$600.00	0.00			
N 21	40	10/27/14	11/02/14	M-Sun 10p-11p News	M-Sun 10p-11p		:30				NM	5	\$4,250.00
Week:		10/27/14	11/02/14	MTWTFSS				5	\$850.00	0.00			
22	40	10/27/14	10/30/14	M-F 11p-1130p	11p-1130p		:30				NM	2	\$600.00
Week:		10/27/14	11/02/14	MTWT---				2	\$300.00	0.00			
23	40	10/27/14	10/30/14	M-F 1130p-12a	1130p-12a		:30				NM	2	\$400.00
Week:		10/27/14	11/02/14	MTWT---				2	\$200.00	0.00			
25	40	10/28/14	10/28/14	Tue Prime B	9p-10p NewGirl/Mir		:30				NM	1	\$4,000.00
Week:		10/27/14	11/02/14	-T-----				1	\$4,000.00	0.00			
26	40	10/29/14	10/29/14	Wed Prime A	8p-9p		:30				NM	1	\$4,000.00
Week:		10/27/14	11/02/14	--W----				1	\$4,000.00	0.00			
<b>Totals</b>										0.00		56	\$28,310.00

Time Period	# of Spots	Gross Amount	Net Amount
10/27/14 - 11/02/14	56	\$28,310.00	\$24,063.50
<b>Totals</b>	56	\$28,310.00	\$24,063.50

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

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