

## CONTRACT



www.koat.com

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

And:

**Medium Buying LLC**  
**Attention: Tanya Renicker**  
**3380 Tremont Rd, Ste 290**  
**Columbus, OH 43221**

<b>Contract / Revision</b> 1673104 /		<b>Alt Order #</b> 08846682
<b>Product</b> Candidate		
<b>Contract Dates</b> 10/23/17 - 11/12/17		<b>Estimate #</b> LEWIS FOR MAYOR
<b>Advertiser</b> Lewis/R/Mayor		<b>Original Date / Revision</b> 10/31/17 / 10/31/17
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> KOAT	<b>Account Executive</b> Mary Tricoli	<b>Sales Office</b> HRP -Washington
<b>Special Handling</b>		
<b>Demographic</b> Adults 50+		
<b>Agency Code</b>	<b>Advertiser Code</b>	<b>Product 1/2</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount	
N 1	KOAT	10/30/17	11/03/17	Action 7 News @ 6p	6-630p		:30			P-7		NM	5	\$750.00	
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:		10/30/17	11/05/17	MTWTF--				5	\$150.00						
D 7	KOAT	11/04/17	11/04/17	Action 7 News @ 5p	S5-530p		:30			P-6		NM	0	\$0.00	
Class of Time- Immediately Pre-emptible No Makegood Required															
N 8	KOAT	10/30/17	11/03/17	6a A7N More In The A6-7a			:30			P-7		NM	5	\$375.00	
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:		10/30/17	11/05/17	MTWTF--				5	\$75.00						
E 9	KOAT	10/29/17	10/29/17	Action 7 News @ 5p	S5-530p		:30			P-7		NM	1	\$180.00	
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:		10/23/17	10/29/17	-----1				1	\$180.00						
E 10	KOAT	10/29/17	10/29/17	Action 7 News @ 1030-11p	1030-11p		:30			P-6		NM	1	\$200.00	
Class of Time- Immediately Pre-emptible No Makegood Required															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/23/17	10/29/17	-----1				1	\$200.00						
Totals								0.00						88	\$16,477.50

\*Tax 1 Note: New Mexico Tax Rate 7.5%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
09/25/17 - 10/29/17	3	\$630.00	(\$94.50)	\$535.50	\$40.16	\$575.66
10/30/17 - 11/10/17	85	\$15,847.50	(\$2,377.13)	\$13,470.38	\$1,010.28	\$14,480.66
<b>Totals</b>	88	\$16,477.50	(\$2,471.63)	\$14,005.88	\$1,050.44	\$15,056.32

(\* 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>	<u>Alt Order #</u>
1673104 /	08846682

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/17 - 11/12/17	Candidate	LEWIS FOR MAYOR

<u>Advertiser</u>	<u>Original Date / Revision</u>
Lewis/R/Mayor	10/31/17 / 10/31/17

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

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REP HEADLINE# 8846682 TRF# 1673104 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/17 12.04  
 \*\*\*CHANGES\*\*\* \*\* KOAT-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/D LEWIS/R/MYR/NM REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME MEDIUM BUYING LLC BUYER NAME TANYA RENICKER  
 3380 TREMONT RD SUITE 290 SALES PRSN WA- MARY TRICOLI  
 COLUMBUS, OH 43221  
 ORDER # \_\_\_\_\_ CONTRACT # 8846682 CLASS: NATL. LOCAL REGIONAL  
 PRDCT LEWIS FOR MAYOR EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT28/17 NOV12/17 WK-3  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT31/17 12.04

REP: CANX LN 8..REVISED TTL \$16477.50..PLS CONFIRM THANKS MARY  
 STA:  
 CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 SEPERATION: 30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
8	SZ		600A-700A	30		\$300.00	10/30	11/3	0		M-F	0
8	SZ		600A-700A	30		\$300.00	11/6	11/10	5		M-F	5
PROGRAM : NEWS A50+ : 3.9 CON COM1: CAN 5X												
OCT/17			\$630.00			NOV/17			15847.50			
CONTRACT TOTAL												16477.50
TOTAL SPOTS												88

MARKET TOTALS \$60,821 KOAT 28% KRQE 33% KOB 27% KWBQ 0% KASA 12% KASY 0% CABL 0%  
 SVC- NSI  
 DEMOS- A50+\*

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

FAX# 610-225-1191  
C!!!  
DRT FROM REP OCT31/17 11.17  
\*\*CHANGES\*\* \*\*\* KOAT-TV \*\*\*\*

COLUMBUS, OH 43221

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**Table 1**

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE OCT31/17	11.1.17
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STA:

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

SEPERATION: 30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
7		S	500P-530P	30		\$185.00	10/28	10/28	0		SAT	0
7		S	500P-530P	30		\$185.00	11/4	11/4	0		SAT	0
PROGRAM : NEWS												
A50+ : 3.9												
8		S	600A-700A	30		\$300.00	10/30	11/3	5		M-F	5
8		S	600A-700A	30		\$300.00	11/6	11/10	5		M-F	5
PROGRAM : NEWS												
A50+ : 3.9												
9		EZ	500P-530P	30		\$180.00	10/29	10/29	1		SUN	1
PROGRAM : NEWS												
A50+ : 3.7												
CON COM1 : CANX 1X												

REP HEADLINE# 8846682 TRF# 1673104  
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

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

OCT31/17 11.17  
\*\*\* CHANGES \*\*\* \*\* KOAT-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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10	EZ		1030P-1100P	30		\$200.00	10/29	10/29	1		SUN	1
PROGRAM : NEWS												
A50+ : 3.6												
CON COM1: CANX 1X												

OCT/17 \$630.00 NOV/17 17347.50

CONTRACT TOTAL 17977.50  
TOTAL SPOTS 93

MARKET TOTALS \$60,821 KOAT 28% KRQE 33% KOB 27% KWBQ 0% KASA 12% KASY 0% CABL 0%

SVC- NSI  
DEMOS- A50+\*

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