

CONTRACT



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

www.koat.com

And:

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

<u>Contract / Revision</u> 1673104 /		<u>Alt Order #</u> 08846682
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/23/17 - 11/12/17		<u>Estimate #</u> LEWIS FOR MAYOR
<u>Advertiser</u> Lewis/R/Mayor		<u>Original Date / Revision</u> 10/31/17 / 10/31/17
<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 -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<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 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 @ 103(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													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
Totals	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 Dates</u> 10/23/17 - 11/12/17	<u>Product</u> Candidate	<u>Estimate #</u> LEWIS FOR MAYOR
<u>Advertiser</u> Lewis/R/Mayor		<u>Original Date / Revision</u> 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 \$\$\$ ORDER WORKSHEET AGENCY CREDIT RISK !! OCT31/17 12.04
 HARRIS REPORT FROM REP *** CHANGES *** ** 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

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 ***

ADV # _____ ADV. NAME POLI/D LEWIS/R/MYR/NM REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME MEDIUM BUYING LLC BUYER NAME TANYA RENICKER

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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 11.17

REP: CANX SPOTS ON LNS 7, 9 & 11..REVISED TTL \$17977.50..PLS REVIEW AND TELL ME
 WHAT NEEDS TO BE CUT..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
7	S		500P-530P	30		\$185.00	10/28	10/28	0		SAT	0
PROGRAM : NEWS												
A50+ : 3.9												
8	S		600A-700A	30		\$300.00	10/30	11/3	5		M-F	5
PROGRAM : NEWS												
A50+ : 3.9												
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% KWBO 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