

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> 11/08/17 / 11/08/17
<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 15	KOAT	11/06/17	11/12/17	Good Morning America	7-9a		:30			P-7		NM	4	\$400.00
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:		11/06/17	11/12/17	MTWTF--			5	\$100.00						
<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>		
3	KOAT	11/06/17-11/12/17		Good Morning America	7-9a	MTuWThF----	:30		\$100.00			NM		
Credited														
Totals									0.00				92	\$16,537.50

*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	89	\$15,907.50	(\$2,386.13)	\$13,521.38	\$1,014.10	\$14,535.48
Totals	92	\$16,537.50	(\$2,480.63)	\$14,056.88	\$1,054.26	\$15,111.14

Signature: _____ Date: _____

(* 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.

REP HEADLINE# 8846682 TRF# 1673104 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 9: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! NOV8/17 15.09
 ORDER WORKSHEET HARRIS REPORT FROM REP *** 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 NOV8/17 15.09

REP: OK'D M8 FOR CREDIT
 SEE LINE 28
 TOTAL \$15,497.50 (-\$100)
 PLEASE CONFIRM THANKS
 SHAWN

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CON CM SEPERATION: 30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
28	S		700A-900A	30		\$100.00	11/6	11/10	2		M-F	2
PROGRAM : GMA ORD COM1 : RE-INVEST \$1035 PART OF A MAKEGOOD MADE UP OF LINES 27-29 STATION MAKEGOOD OFFERS: M8 OK'D BUY#28 MISSED:M-F/700A-900A NOV8 30S \$100.00 (NOV8/17) OFFER: NONE CMT: PLEASE CREDIT. WE ARE GOING TO PUT THIS \$ TOWARDS THE \$ THEY WANTED CMT: CANCELLED TO COVER THE PROD. ORDER.												
OCT/17 \$590.00 NOV/17 14907.50												CONTRACT TOTAL 15497.50 TOTAL SPOTS 92

REP HEADLINE# 8846682 TRF# 1673104
 \$\$\$ MOD# 9: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV8/17 15.09
 CHANGES *** KOAT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
MARKET TOTALS			\$60,821	KOAT 28%	KROE 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 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 8: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! NOV8/17 14.50
 ORDER WORKSHEET HARRIS REPORT FROM STATION *** 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 NOV8/17 14.50

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

SEPERATION: 30
 STATION MAKEGOOD OFFERS:

BUYER	OFFER	DAYS	SPOTS	AMOUNT	DATE
M7 UNRESL BUY#18	MISSED: M-F/500A-600A	OCT30 (10/WK)	30S	\$75.00	(NOV8/17)
BUY#15	M-F/700A-900A	OCT30 (5/WK)	30S	\$100.00	
BUY#17	M-F/700A-900A	OCT30 (5/WK)	30S	\$100.00	
BUY#13	M-F/600P-630P	OCT30 (5/WK)	30S	\$150.00	
	OFFER: M-F/500A-600A	OCT30 (10/WK)	30S	\$50.00	PLS ADVISE.
	& M-F/700A-900A	OCT30 (10/WK)	30S	\$75.00	
	& M-F/600P-630P	OCT30 (5/WK)	30S	\$50.00	
	CMT: REBATE \$1000 W/O 10/30				

M8 UNRESL BUY#28 MISSED: M-F/700A-900A NOV8 30S \$100.00 (NOV8/17)
 OFFER: NONE
 CMT: PLEASE CREDIT. WE ARE GOING TO PUT THIS \$ TOWARDS THE \$ THEY WANTED
 CMT: CANCELLED TO COVER THE PROD. ORDER.

CONTRACT TOTAL 16597.50
 TOTAL SPOTS 93

REP HEADLINE# 8846682 TRF# 1673104 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 8: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! NOV8/17 15.01
 ORDER WORKSHEET HARRIS REPORT FROM REP *** CHANGES *** ** KOAT-TV ***

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 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 NOV8/17 15.01

REP: OK'D M7
 TOTAL \$15,597.50
 PLEASE CONFIRM THANKS
 SHAWN

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CON CM SEPERATION: 30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
15	S		700A-900A	30		\$100.00	10/30	11/3	0		M-F	0
PROGRAM : GOOD MORNING AMERICA												
A50+ : 4.9												
ORD COM1 : MISSED A LINE EARLIER. PLS RESOLVE ASAP. HAVE ADDITIONAL \$750 TO SPEND												
THIS IS A MAKE-GOOD FOR OCT30 ON LINE-4 FOR 5 SPOTS/WK												
13	S		600P-630P	30		\$150.00	10/30	11/3	0		M-F	0
PROGRAM : NEWS (PLACED)												
A50+ : 7.0												
ORD COM1 : REDUCING RATES W/O 10/30 DUE TO LUR. THE 10/28 SPOTS WILL NOT MAKE												
ORD COM2 : THE LOGS. CAME IN TOO LATE. WE HAVE \$2110 TO RESEND.												
PART OF A MAKEGOOD MADE UP OF LINES 12-14												

REP HEADLINE# 8846682 TRF# 1673104
 \$\$\$ MOD# 8: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV8/17 15.01
 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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17	S		700A-900A	30		\$100.00	10/30	11/3	0		M-F	0
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PROGRAM : GMA (PLACED)
 ORD COM1: RESPENDING \$2872.50, THIS AMOUNT INCLUDES THE \$18.50 GROSS THAT WE HAD
 ORD COM2: LEFT ON THE BOOKS FROM EARLIER.
 PART OF A MAKEGOOD MADE UP OF LINES 16-23

18	S		500A-600A	30		\$75.00	10/30	11/3	0		M-F	0
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PROGRAM : NEWS (PLACED)
 ORD COM1: RESPENDING \$2872.50, THIS AMOUNT INCLUDES THE \$18.50 GROSS THAT WE HAD
 ORD COM2: LEFT ON THE BOOKS FROM EARLIER.
 PART OF A MAKEGOOD MADE UP OF LINES 16-23

30	A		500A-600A	30		\$50.00	10/30	11/3	10		M-F	10
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PROGRAM : NEWS (PLACED)
 ORD COM1: REBATE \$1000 W/O 10/30
 THIS IS A MAKE-GOOD FOR OCT30 ON LINE-18 FOR 10 SPOTS/WK
 THIS IS A MAKE-GOOD FOR OCT30 ON LINE-15 FOR 5 SPOTS/WK
 THIS IS A MAKE-GOOD FOR OCT30 ON LINE-17 FOR 5 SPOTS/WK
 THIS IS A MAKE-GOOD FOR OCT30 ON LINE-13 FOR 5 SPOTS/WK

31	A		700A-900A	30		\$75.00	10/30	11/3	10		M-F	10
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PROGRAM : GMA
 ORD COM1: REBATE \$1000 W/O 10/30
 PART OF A MAKEGOOD MADE UP OF LINES 30-32

32	A		600P-630P	30		\$50.00	10/30	11/3	5		M-F	5
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PROGRAM : NEWS (PLACED)
 ORD COM1: REBATE \$1000 W/O 10/30
 PART OF A MAKEGOOD MADE UP OF LINES 30-32

STATION MAKEGOOD OFFERS:
 M7 OK'D BUY#18 MISSED:M-F/500A-600A OCT30(10/WK) 30S \$75.00 (NOV8/17)
 BUY#15 M-F/700A-900A OCT30(5/WK) 30S \$100.00
 BUY#17 M-F/700A-900A OCT30(5/WK) 30S \$100.00
 BUY#13 M-F/600P-630P OCT30(5/WK) 30S \$150.00
 OFFER:M-F/500A-600A OCT30(10/WK) 30S \$50.00
 & M-F/700A-900A OCT30(10/WK) 30S \$75.00
 & M-F/600P-630P OCT30(5/WK) 30S \$50.00
 CMT:REBATE \$1000 W/O 10/30

M8 UNRESL BUY#28 MISSED:M-F/700A-900A NOV8 30S \$100.00 (NOV8/17)
 OFFER: NONE
 CMT:PLEASE CREDIT. WE ARE GOING TO PUT THIS \$ TOWARDS THE \$ THEY WANTED
 CMT:CANCELLED TO COVER THE PROD. ORDER.

REP HEADLINE# 8846682 TRF# 1673104
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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OCT/17						\$590.00	NOV/17		15007.50			
CONTRACT TOTAL												15597.50
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+*

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 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 8: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! NOV8/17 14.48
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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV8/17 14.48

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CON CM SEPERATION: 30
 STATION MAKEGOOD OFFERS:
 M7 UNRESL BUY#18 MISSED: M-F/500A-600A OCT30 (10/WK) 30S \$75.00 (NOV8/17)
 BUY#15 M-F/700A-900A OCT30 (5/WK) 30S \$100.00
 BUY#17 M-F/700A-900A OCT30 (5/WK) 30S \$100.00
 BUY#13 M-F/600P-630P OCT30 (5/WK) 30S \$150.00
 OFFER: M-F/500A-600A OCT30 (10/WK) 30S \$50.00
 & M-F/700A-900A OCT30 (10/WK) 30S \$75.00
 & M-F/600P-630P OCT30 (5/WK) 30S \$50.00
 CMT: REBATE \$1000 W/O 10/30

CONTRACT TOTAL 16597.50
 TOTAL SPOTS 93

PLS ADVISE.