



KTLA-TV
5800 Sunset Blvd
Los Angeles, CA 90028
(323) 460-5500

CONTRACT

RTV

Contract / Revision 679105 /		Alt Order # WOC10957852
Product Governors Race		
Contract Dates 05/07/18 - 06/10/18	Estimate # 2094	
Advertiser Newsom for California Governor 2018		Original Date / Revision 05/04/18 / 05/04/18
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KTLA-TV	Account Executive Maria Urena	Sales Office Local House
Special Handling		
Demographic Adults 35+		
		Total Ratings 105.00
Agency Code	Advertiser Code 275	Product 1/2 398
Agency Ref		Advertiser Ref

And:

Sadler Strategic Media
12103 Viewcrest Road
Studio City, CA 91604

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	5	05/07/18	05/11/18	KTLA 5 Morning News	5:00 AM-6:00 AM		:30				NM	3	\$1,350.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/07/18	05/13/18	MTWTF--				3	\$450.00	0.80			
N 2	5	05/07/18	05/11/18	KTLA 5 Morning News	6:00 AM-6:30 AM		:30				NM	3	\$3,900.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/07/18	05/13/18	MTWTF--				3	\$1,300.00	1.60			
N 3	5	05/07/18	05/11/18	KTLA 5 Morning News	6:30 AM-7:00 AM		:30				NM	3	\$3,900.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/07/18	05/13/18	MTWTF--				3	\$1,300.00	1.60			
N 4	5	05/07/18	05/11/18	KTLA Morning News	7:00 AM-8:00 AM		:30				NM	4	\$5,800.00
		LUR+CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/07/18	05/13/18	MTWTF--				4	\$1,450.00	2.20			
N 5	5	05/07/18	05/11/18	KTLA Morning News	7:58 AM-8:30 AM		:30				NM	3	\$4,350.00
		LUR+CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/07/18	05/13/18	MTWTF--				3	\$1,450.00	2.20			
N 6	5	05/07/18	05/11/18	KTLA Morning News	8:30 AM-9:00 AM		:30				NM	3	\$4,350.00
		LUR+CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/07/18	05/13/18	MTWTF--				3	\$1,450.00	2.20			
N 7	5	05/07/18	05/11/18	KTLA Morning News	9:00 AM-10:00 AM		:30				NM	3	\$2,250.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/07/18	05/13/18	MTWTF--				3	\$750.00	1.60			
N 8	5	05/07/18	05/11/18	M-F 10a-11a EMN	10:00 AM-11:00 AM		:30				NM	3	\$1,800.00
		LUR+CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/07/18	05/13/18	MTWTF--				3	\$600.00	1.20			
N 9	5	05/07/18	05/11/18	M-F 1p-2p	1:30 PM-2:00 PM		:30				NM	3	\$1,350.00
		LUR											

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 679105 /		<u>Alt Order #</u> WOC10957852
<u>Contract Dates</u> 05/07/18 - 06/10/18		<u>Product</u> Governors Race
<u>Advertiser</u> Newsom for California G		<u>Estimate #</u> 2094
<u>Original Date / Revision</u> 05/04/18 / 05/04/18		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	MTWTF--				3	\$450.00	0.90			
N 10	5	05/07/18	05/11/18	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	3	\$1,425.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	MTWTF--				3	\$475.00	0.70			
N 11	5	05/07/18	05/11/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	3	\$1,500.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	MTWTF--				3	\$500.00	0.80			
N 12	5	05/07/18	05/11/18	M-F 7p-730p	7:00 PM-7:30 PM		:30				NM	3	\$3,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	MTWTF--				3	\$1,000.00	0.90			
N 13	5	05/07/18	05/08/18	Tuesday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	3	\$10,500.00
LUR+CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-T-----				1	\$7,000.00	1.00			
<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>Rtg</u>	<u>Type</u>		
1	5	05/07/18-05/13/18		Tuesday Prime Hour 1	8:00 PM-9:00 PM	-Tu-----	:30		\$7,000.00	1.00	NM		
See MG 13.2,13.3,13.4													
2	5	05/10/18-05/10/18		Thursday Prime Hour 2	9p-10p	----Th----	:30		\$3,900.00	0.70	NM		
Ⓜ MG for 14.1,13.1													
3	5	05/08/18-05/08/18		Tuesday Prime Hour 1	8:00 PM-9:00 PM	-Tu-----	:30		\$5,000.00	1.00	NM		
Ⓜ MG for 14.1,13.1													
4	5	05/11/18-05/11/18		Friday Prime Hour 2	9p-10p	-----F----	:30		\$1,600.00	0.40	NM		
Ⓜ MG for 14.1,13.1													
N 14	5	05/07/18	05/10/18	Thursday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	0	\$0.00
LUR+CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	---T---				1	\$3,500.00	1.10			
<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>Rtg</u>	<u>Type</u>		
1	5	05/07/18-05/13/18		Thursday Prime Hour 2	9:00 PM-10:00 PM	---Th---	:30		\$3,500.00	1.10	NM		
See MG 13.2,13.3,13.4													
N 15	5	05/07/18	05/11/18	KTLA Late News	10:00 PM-10:30 PM		:30				NM	5	\$6,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	MTWTF--				5	\$1,200.00	1.40			
N 16	5	05/07/18	05/11/18	KTLA Late News	10:30 PM-11:00 PM		:30				NM	5	\$6,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	MTWTF--				5	\$1,200.00	1.40			
N 17	5	05/07/18	05/11/18	KTLA Late News	11:00 PM-11:30 PM		:30				NM	4	\$3,400.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	MTWTF--				4	\$850.00	0.90			
N 18	5	05/07/18	05/12/18	KTLA Weekend Morning News	6:00 AM-6:30 AM		:30				NM	1	\$275.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$275.00	0.80			
N 19	5	05/07/18	05/12/18	KTLA Weekend Morning News	6:30 AM-7:00 AM		:30				NM	1	\$275.00
LUR													

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Advertiser Newsom for California G		Original Date / Revision 05/04/18 / 05/04/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$275.00	0.80			
N 20	5	05/07/18	05/12/18	KTLA Saturday AM News	7:00 AM-7:30 AM		:30				NM	1	\$600.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$600.00	1.40			
N 21	5	05/07/18	05/12/18	KTLA Saturday AM News	7:30 AM-8:00 AM		:30				NM	1	\$600.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$600.00	1.40			
N 22	5	05/07/18	05/12/18	KTLA Saturday AM News	8:00 AM-8:30 AM		:30				NM	1	\$625.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$625.00	1.60			
N 23	5	05/07/18	05/12/18	KTLA Saturday AM News	8:30 AM-9:00 AM		:30				NM	1	\$625.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$625.00	1.60			
N 24	5	05/07/18	05/12/18	Sa 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$675.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$675.00	2.00			
N 25	5	05/07/18	05/12/18	Sa 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$600.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$600.00	1.80			
N 26	5	05/07/18	05/12/18	Sa 6p-7p	6:00 PM-6:30 PM		:30				NM	1	\$375.00
LUR+CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$375.00	0.60			
N 27	5	05/07/18	05/12/18	Sa 6p-7p	6:30 PM-7:00 PM		:30				NM	1	\$375.00
LUR+CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$375.00	0.60			
N 28	5	05/07/18	05/12/18	KTLA Late News	10:00 PM-10:30 PM		:30				NM	1	\$750.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$750.00	1.20			
N 29	5	05/07/18	05/12/18	KTLA Late News	10:30 PM-11:00 PM		:30				NM	1	\$750.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S-				1	\$750.00	1.20			
N 30	5	05/07/18	05/13/18	KTLA Weekend Morning News	6:00 AM-6:30 AM		:30				NM	1	\$275.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$275.00	0.70			
N 31	5	05/07/18	05/13/18	KTLA Weekend Morning News	6:30 AM-7:00 AM		:30				NM	1	\$275.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$275.00	0.70			
N 32	5	05/07/18	05/13/18	KTLA Sunday AM News	7:00 AM-7:30 AM		:30				NM	1	\$640.00
LUR													

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<u>Contract Dates</u> 05/07/18 - 06/10/18	<u>Product</u> Governors Race	<u>Estimate #</u> 2094
<u>Advertiser</u> Newsom for California G		<u>Original Date / Revision</u> 05/04/18 / 05/04/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$640.00	1.50			
N 33	5	05/07/18	05/13/18	KTLA Sunday AM News	7:30 AM-8:00 AM		:30				NM	1	\$640.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$640.00	1.50			
N 34	5	05/07/18	05/13/18	KTLA Sunday AM News	8:00 AM-8:30 AM		:30				NM	1	\$675.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$675.00	2.00			
N 35	5	05/07/18	05/13/18	KTLA Sunday AM News	8:30 AM-9:00 AM		:30				NM	1	\$675.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$675.00	2.00			
N 36	5	05/07/18	05/13/18	Su 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$675.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$675.00	2.00			
N 37	5	05/07/18	05/13/18	Su 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$625.00
LUR+CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$625.00	1.60			
N 38	5	05/07/18	05/13/18	Su 6p-7p	6:00 PM-6:30 PM		:30				NM	1	\$375.00
LUR+CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$375.00	0.60			
N 39	5	05/07/18	05/13/18	Su 6p-7p	6:30 PM-7:00 PM		:30				NM	1	\$375.00
LUR+CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$375.00	0.60			
N 40	5	05/07/18	05/13/18	Su 9p-10p	9:00 PM-9:30 PM		:30				NM	1	\$430.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$430.00	0.70			
N 41	5	05/07/18	05/13/18	Su 9p-10p	9:30 PM-10:00 PM		:30				NM	1	\$430.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$430.00	0.70			
N 42	5	05/07/18	05/13/18	KTLA Late News	10:00 PM-10:30 PM		:30				NM	1	\$750.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$750.00	1.30			
N 43	5	05/07/18	05/13/18	KTLA Late News	10:30 PM-11:00 PM		:30				NM	1	\$750.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$750.00	1.30			
N 44	5	05/07/18	05/13/18	KTLA Late News	11:00 PM-11:30 PM		:30				NM	1	\$725.00
LUR+CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----S				1	\$725.00	0.80			
Totals							105.00					81	\$75,715.00

(* 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.



KTLA-TV
5800 Sunset Blvd
Los Angeles, CA 90028
(323) 460-5500

<u>Contract / Revision</u> 679105 /		<u>Alt Order #</u> WOC10957852
<u>Contract Dates</u> 05/07/18 - 06/10/18	<u>Product</u> Governors Race	<u>Estimate #</u> 2094
<u>Advertiser</u> Newsom for California Gt		<u>Original Date / Revision</u> 05/04/18 / 05/04/18

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/30/18 - 05/13/18	81	\$75,715.00	(\$11,357.25)	\$64,357.75
Totals	81	\$75,715.00	(\$11,357.25)	\$64,357.75

Signature: _____ **Date:** _____

(* 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.