

REP: HRP  
 RUN ON: SEP2/16 AT 17:42

REP BUYLINES

E-ORDER#: 1547520 (REV 0) AGY#5354434  
 STATION: KOAA-TV COLORADO SPRINGS-PUE  
 AGENCY: SADLER STRATEGIC MEDIA, INC.  
 ADVERTISER: ISS/RAISE THE BAR  
 BUYER: NIDA HOSHIMI

HDLN#: 8361929 (REV 0)  
 DATES: SEP05/16 - SEP25/16  
 PROD1: 1824/RAISE THE BAR  
 PROD2:  
 TEL #:

TRAFFIC#: 58049  
 SALESPERSON: LYNDA TURNER (H)  
 EST#: 1824  
 DEMO: RA35+

MOD	BUY				STARTING	ENDING	#	SPT/	TOTAL	TOTAL		RATING	REP:	LAST	
CODE	LINE	DAY/TIME	LENGTH	RATE	DATE	DATE	OF	WEEK	SPOTS	DOLLARS	PROGRAM NAME	RA35+	RA35+	ACTIVITY	LAST MOD/REV
##CASH															
30 MINUTES SEPARATION BETWEEN SPOTS.															
	1	M-F/6-658P	30S	\$570	SEP12/16	SEP16/16	1	4	4	\$2,280	KOAA 5 NEWS @ 6P	3.0	3.0	SEP01/16	REV #0: A
					SEP19/16	SEP23/16	1	5	5	\$2,850					
		CONTRACT COMMENT: KOAA 5 NEWS @ 6P													
	2	M-F/7-9A	60S	\$970	SEP12/16	SEP23/16	2	5	10	\$9,700	TODAY SHOW	3.8	3.8	SEP01/16	REV #0: A
		CONTRACT COMMENT: TODAY SHOW													
	3	SAT/530-6P	60S	\$600	SEP10/16	SEP24/16	3	1	3	\$1,800	NEWS 5 @ 530PM (SAT)	2.2	2.2	SEP01/16	REV #0: A
		CONTRACT COMMENT: NEWS 5 @ 530PM (SAT)													
	4	SUN/530-6P	30S	\$480	SEP11/16	SEP25/16	3	1	3	\$1,440	NEWS 5 @ 530PM (SUN)	2.9	2.9	SEP01/16	REV #0: A
		CONTRACT COMMENT: NEWS 5 @ 530PM (SUN)													
	5	TU-F/6-658P	30S	\$570	SEP06/16	SEP09/16	1	4	4	\$2,280	KOAA 5 NEWS @ 6P	3.0	3.0	SEP01/16	REV #0: A
		CONTRACT COMMENT: KOAA 5 NEWS @ 6P													
	6	TU-F/7-9A	60S	\$970	SEP06/16	SEP09/16	1	4	4	\$3,880	TODAY SHOW	3.8	3.8	SEP01/16	REV #0: A
		CONTRACT COMMENT: TODAY SHOW													
		TOTAL 33 SPOTS FOR:		\$24,230					33	\$24,230		107.5	107.5		
		MONTHLY ESTIMATE DOLLARS:								\$24,230	SEP/16		107.5	SEP/16	

# CONTRACT



**KOAA-TV**  
 5520 Tech Center Drive  
 Colorado Springs, CO 80919  
 (719) 632-5030

And: **Sadler Strategic Media, Inc**  
 12103 Viewcrest Rd  
 Studio City, CA 91604

<u>Product</u>		1824/RAISE THE BAR	
<u>Contract / Revision</u>	58049 /	<u>Alt Order #</u>	08361929
<u>Contract Dates</u>	09/05/16 - 09/25/16	<u>Estimate #</u>	1824
<u>Advertiser</u>	Iss/Raise the Bar	<u>Original Date / Revision</u>	09/02/16 / 09/02/16
<u>Billing Cycle</u>	EOM/EOC	<u>Billing Calendar</u>	Cash/Trade
<u>Property</u>	KOAA-TV	<u>Account Executive</u>	Sales Office
<u>Special Handling</u>		<u>Nat'l Los Angeles Nat'l</u>	National Los An
<u>Demographic</u>	Adults 35+	<u>Total Ratings</u>	
<u>Agency Code</u>	236	<u>Advertiser Code</u>	107.50
<u>Agency Ref</u>		<u>Product 1/2</u>	358
		<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAA	09/12/16	09/23/16	News 5 at 6p	6:00 PM-6:58 PM		:30				NM	9	\$5,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>	<u>Rating</u>		<u>Spots/Week</u>					
		Week: 09/12/16	09/18/16	MTWTF--	\$570.00	3.00		4					
		Week: 09/19/16	09/25/16	MTWTF--	\$570.00	3.00		5					
N 2	KOAA	09/12/16	09/23/16	M-F Today Show	7:00 AM-9:00 AM		:1:00				NM	10	\$9,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>	<u>Rating</u>		<u>Spots/Week</u>					
		Week: 09/12/16	09/18/16	MTWTF--	\$970.00	3.80		5					
		Week: 09/19/16	09/25/16	MTWTF--	\$970.00	3.80		5					
N 3	KOAA	09/10/16	09/24/16	Sa News 5 at 530p	5:30 PM-6:00 PM		:1:00				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>	<u>Rating</u>		<u>Spots/Week</u>					
		Week: 09/05/16	09/11/16	-----1-	\$600.00	2.20		1					
		Week: 09/12/16	09/18/16	-----1-	\$600.00	2.20		1					
		Week: 09/19/16	09/25/16	-----1-	\$600.00	2.20		1					
N 4	KOAA	09/11/16	09/25/16	Su News 5 at 530p	5:30 PM-6:00 PM		:30				NM	3	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>	<u>Rating</u>		<u>Spots/Week</u>					
		Week: 09/05/16	09/11/16	-----1	\$480.00	2.90		1					
		Week: 09/12/16	09/18/16	-----1	\$480.00	2.90		1					
		Week: 09/19/16	09/25/16	-----1	\$480.00	2.90		1					
N 5	KOAA	09/06/16	09/09/16	News 5 at 6p	6:00 PM-6:58 PM		:30				NM	4	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>	<u>Rating</u>		<u>Spots/Week</u>					
		Week: 09/05/16	09/11/16	-TWTF--	\$570.00	3.00		4					
N 6	KOAA	09/06/16	09/09/16	M-F Today Show	7:00 AM-9:00 AM		:1:00				NM	4	\$3,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>	<u>Rating</u>		<u>Spots/Week</u>					
		Week: 09/05/16	09/11/16	-TWTF--	\$970.00	3.80		4					
<b>Totals</b>												107.50	\$24,230.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 -09/25/16	33	\$24,230.00	(\$3,634.50)	\$20,595.50
<b>Totals</b>	33	\$24,230.00	(\$3,634.50)	\$20,595.50

(\* 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. Two week advance cancellation notice is required unless otherwise specified.



**KOAA-TV**  
 5520 Tech Center Drive  
 Colorado Springs, CO 80919  
 (719) 632-5030

<b>Contract / Revision</b>		<b>Alt Order #</b>	
58049 /		08361929	
<b>Contract Dates</b>	<b>Product</b>	<b>Estimate #</b>	
09/05/16 - 09/25/16	1824/RAISE THE BAR	1824	
<b>Advertiser</b>	<b>Original Date / Revision</b>		
Iss/Raise the Bar	09/02/16 / 09/02/16		

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

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

This station 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, national origin or ancestry. Advertiser hereby certifies that it is not buying broadcasting 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, national origin or ancestry. We reserve the right not to accept all copy.

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