

# CONTRACT



**KNBC**  
**100 Universal City Plaza**  
**Building 2120, 3rd Floor**  
**Universal City, CA 91608**  
**(818) 684-4444**

[www.nbclosangeles.com/](http://www.nbclosangeles.com/)

And:

**BUYING TIME MEDIA**  
**650 MASSACHUSETTS AVE. N.W.**  
**SUITE 210**  
**WASHINGTON, DC 20001**  
**USA**

<u>Contract / Revision</u> 1028563 /		<u>Alt Order #</u> WOC12359332
<u>Advertiser</u> <b>TOM STEYER 2020</b>		<u>Original Date / Revision</u> 01/10/20 / 01/13/20
<u>Contract Dates</u> <b>01/14/20 - 01/20/20</b>	<u>Estimate #</u> <b>8220</b>	
<u>Product</u> <b>Political</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>KNBC</b>	<u>Account Executive</u> Will Hildebrandt	<u>Sales Office</u> Political Nationa
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 130.12
<u>Agy Code</u> 9915780	<u>Advertiser Code</u> 1232	<u>Product 1/2</u> 1246
<u>Agency Ref</u> 00562	<u>Advertiser Ref</u> 47055	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KNBC	01/14/20	01/20/20	NBC4 NEWS AT 4A	4-430A		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	1111---				4	\$100.00	0.26			
N 2	KNBC	01/14/20	01/20/20	NBC4 NEWS AT 430A	430AM-5AM		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	1111--1				5	\$200.00	0.23			
N 3	KNBC	01/14/20	01/20/20	TODAY SHOW	7:00 AM-9:00 AM		:30				NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	2222--				10	\$1,500.00	0.77			
N 4	KNBC	01/14/20	01/20/20	TODAY SHOW 3	10-11A		:30				NM	14	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	33332--				14	\$500.00	0.49			
N 5	KNBC	01/14/20	01/20/20	THE KELLY CLARKSON SH(2-3P			:30				NM	13	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	32332--				13	\$1,000.00	0.95			
N 6	KNBC	01/14/20	01/20/20	12-1P ACCESS LIVE	12-1PM M-F		:30				NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	22222--				10	\$500.00	0.38			
N 7	KNBC	01/14/20	01/20/20	NBC4 NEWS AT 11AM	11-1130A		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	11111--				5	\$500.00	0.38			
N 8	KNBC	01/14/20	01/20/20	DAYS OF OUR LIVES	1-2P		:30				NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	22222--				10	\$1,000.00	0.78			

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
 FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Advertiser</u> <b>TOM STEYER 2020</b>		<u>Original Date / Revision</u> 01/10/20 / 01/13/20
<u>Contract Dates</u> <b>01/14/20 - 01/20/20</b>	<u>Product</u> Political	<u>Estimate #</u> <b>8220</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 9	KNBC	01/14/20	01/20/20	TODAY THIRD HOUR	9AM-10AM		:30				NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	22222--				10	\$800.00	0.62			
N 10	KNBC	01/14/20	01/20/20	CALIFORNIA LIVE	1130-12P		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	11111--				5	\$500.00	0.34			
N 11	KNBC	01/14/20	01/20/20	ELLEN	3-4P		:30				NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	22222--				10	\$1,200.00	1.45			
N 12	KNBC	01/14/20	01/20/20	NBC4 NEWS AT 4P	4-5P		:30				NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	22222--				10	\$1,200.00	1.16			
N 13	KNBC	01/14/20	01/20/20	NBC4 5P NEWS	5-6P		:30				NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	22222--				10	\$1,500.00	1.25			
N 14	KNBC	01/14/20	01/20/20	NBC4 6P NEWS	6-630P		:30				NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	11111--				5	\$1,800.00	1.25			
N 15	KNBC	01/14/20	01/18/20	1ST LOOK	730-8P		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1-				1	\$600.00	0.66			
N 16	KNBC	01/14/20	01/20/20	ACCESS HOLLYWOOD	7:00 PM-7:30 PM		:30				NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	11111--				5	\$1,800.00	0.99			
N 17	KNBC	01/14/20	01/14/20	T8-9P ELLEN'S GAME OF G.	T8-9PM		:30				NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-1-----				1	\$8,000.00	5.69			
N 18	KNBC	01/14/20	01/17/20	LINCOLN RHYME	FR 8-9P		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	----1--				1	\$6,000.00	3.39			
N 19	KNBC	01/14/20	01/16/20	BROOKLYN 99/WILL GRACETH	9-10P		:30				NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	---1---				1	\$8,000.00	4.17			
N 20	KNBC	01/14/20	01/19/20	NBC4 EXTENDED LATE NEWS	11:35 PM-12:00 XM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1				1	\$1,000.00	0.99			
N 21	KNBC	01/14/20	01/20/20	NBC4 LATE NEWS	11-1135P		:30				NM	7	\$15,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	1111111				7	\$2,200.00	1.42			
N 22	KNBC	01/14/20	01/20/20	LATE NIGHT	1237-137A		:30				NM	5	\$4,000.00

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1028563 /	WOC12359332

<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>TOM STEYER 2020</b>	01/10/20 / 01/13/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/14/20	01/20/20	11111--				5	\$800.00	0.50			
N 23	KNBC	01/14/20	01/19/20	7-8A SA/SU TDY ROTN	7-8A		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----22				4	\$400.00	0.35			
N 24	KNBC	01/14/20	01/19/20	6-7A SA/SU ROTN	6A-7A		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----22				4	\$300.00	0.27			
<b>Totals</b>											130.12	151	\$167,200.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
12/30/19 -01/20/20	151	\$167,200.00	(\$25,080.00)	\$142,120.00
<b>Totals</b>	151	\$167,200.00	(\$25,080.00)	\$142,120.00

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

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