

CONTRACT



KEYT
730 Miramonte Dr.
Santa Barbara, CA 93109
(805)882-3933

<u>Contract / Revision</u> 582409 /		<u>Alt Order #</u> 27564105
<u>Advertiser</u> Murillo for Mayor		<u>Original Date / Revision</u> 10/14/21 / 10/14/21
<u>Contract Dates</u> 10/18/21 - 11/07/21	<u>Estimate #</u> 2544	
<u>Product</u> SB Mayor 2021		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KEYT	<u>Account Executive</u> Mark Deutsch	<u>Sales Office</u> Katz-Los Angeles
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9917619	<u>Advertiser Code</u> 368	<u>Product 1/2</u> 503
<u>Agency Ref</u> 4015069		<u>Advertiser Ref</u> 1014259

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KEYT	10/18/21	10/29/21	M-F 5-6a	5-6a		:30			NM	8	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/18/21	10/24/21	MTWTF--				4	\$20.00			
	Week:	10/25/21	10/31/21	MTWTF--				4	\$20.00			
N 2	KEYT	10/18/21	10/29/21	M-F 6-7a	6-7a		:30			NM	10	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/18/21	10/24/21	MTWTF--				5	\$60.00			
	Week:	10/25/21	10/31/21	MTWTF--				5	\$60.00			
N 3	KEYT	11/01/21	11/01/21	M-F 6-7a	6-7a		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/01/21	11/07/21	M-----				1	\$60.00			
N 4	KEYT	10/18/21	10/29/21	Good Morning America	7-9A		:30			NM	10	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/18/21	10/24/21	MTWTF--				5	\$90.00			
	Week:	10/25/21	10/31/21	MTWTF--				5	\$90.00			
N 5	KEYT	10/18/21	10/29/21	M-F 5-530p	5-530p		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/18/21	10/24/21	MTWTF--				5	\$100.00			
	Week:	10/25/21	10/31/21	MTWTF--				5	\$100.00			
N 6	KEYT	10/18/21	10/29/21	M-F 6-630p	6-630p		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/18/21	10/24/21	MTWTF--				5	\$100.00			
	Week:	10/25/21	10/31/21	MTWTF--				5	\$100.00			
N 7	KEYT	10/18/21	10/29/21	M-F 630-7p	630-7p		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/18/21	10/24/21	MTWTF--				5	\$100.00			
	Week:	10/25/21	10/31/21	MTWTF--				5	\$100.00			
N 8	KEYT	10/18/21	10/29/21	M-F 11-1135pm	M-F 11-1135pm		:30			NM	10	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/18/21	10/24/21	MTWTF--				5	\$50.00			
	Week:	10/25/21	10/31/21	MTWTF--				5	\$50.00			
N 9	KEYT	11/01/21	11/01/21	M-F 11-1135pm	M-F 11-1135pm		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/01/21	11/07/21	M-----				1	\$50.00			

(* 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, on contracts, insertion orders, copy instructions or any other correspondence when such conditions conflict with the above terms and conditions. Two week advance cancellation notice is required in writing. Parent Company, News-Press & Gazette prohibits any form of legally proscribed discrimination in both advertising contracts and advertising sales generally.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/21	11/07/21	M-----				1	\$50.00			
N 10	KEYT	10/18/21	10/29/21	M-F 1135p-1237a	1135p-1237a		:30			NM	7	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/18/21	10/24/21	MTWTF--				3	\$20.00			
Week:		10/25/21	10/31/21	MTWTF--				4	\$20.00			
N 11	KEYT	10/23/21	10/31/21	Sa-Su 5-6a	Sa-Su 5-6a		:30			NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/18/21	10/24/21	-----SS				2	\$10.00			
Week:		10/25/21	10/31/21	-----SS				2	\$10.00			
N 12	KEYT	10/23/21	10/31/21	Sat-Sun 11-1130pm	Sat-Sun 11-1130pr		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/18/21	10/24/21	-----SS				2	\$50.00			
Week:		10/25/21	10/31/21	-----SS				2	\$50.00			
N 13	KEYT	10/24/21	10/31/21	Sun 7-8a	Sun 7-8a		:30			NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/18/21	10/24/21	-----S				1	\$70.00			
Week:		10/25/21	10/31/21	-----S				1	\$70.00			
N 14	KEYT	10/24/21	10/31/21	Sun 6-7pm	Sun 6-7pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/18/21	10/24/21	-----S				1	\$100.00			
Week:		10/25/21	10/31/21	-----S				1	\$100.00			
Totals											89	\$5,990.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/27/21 - 10/31/21	87	\$5,880.00	(\$882.00)	\$4,998.00
11/01/21 - 11/01/21	2	\$110.00	(\$16.50)	\$93.50
Totals	89	\$5,990.00	(\$898.50)	\$5,091.50

Signature: _____ **Date:** _____

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