

CONTRACT

KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

And:

Waterfront Strategies
3050 K Street NW
Washington, DC 20007

Contract / Revision 1800602 /		Alt Order # 09280555
Product Issue		
Contract Dates 10/09/18 - 10/15/18		Estimate # 7402 WOMEN VOTE
Advertiser Women VOTE!		Original Date / Revision 10/12/18 / 10/12/18
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KOAT	Account Executive Mary Tricoli	Sales Office HRP-Philadelph
Special Handling		
Demographic Adults 35+		
Agv Code 9914573	Advertiser Code 144	Product 1/2 150
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 4	KOAT	10/09/18	10/15/18	The View 10-11a	10-11a		:30			P-1		NM	1	\$400.00
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:	10/09/18	10/15/18	MTWTF--					5	\$400.00					
<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>		
1	KOAT	10/09/18-10/15/18		The View 10-11a	10-11a	MTuWThF----	:30		\$400.00			NM		
Credited														
2	KOAT	10/09/18-10/15/18		The View 10-11a	10-11a	MTuWThF----	:30		\$400.00			NM		
Credited														
3	KOAT	10/09/18-10/15/18		The View 10-11a	10-11a	MTuWThF----	:30		\$400.00			NM		
Credited														
5	KOAT	10/09/18-10/15/18		The View 10-11a	10-11a	MTuWThF----	:30		\$400.00			NM		
Credited														
N 5	KOAT	10/09/18	10/15/18	DR OZ DAY	11A-12P		:30			P-1		NM	4	\$600.00
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:	10/09/18	10/15/18	MTWTF--					5	\$150.00					
<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	10/09/18-10/15/18		DR OZ DAY	11A-12P	MTuWThF----	:30		\$150.00			NM		
Credited														
N 33	KOAT	10/14/18	10/14/18	Action 7 News @ 1030	1030-11p		:30			P-5		NM	1	\$550.00
Class of Time - Pre-emptible with notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:	10/08/18	10/14/18	-----S					1	\$550.00					
Totals									0.00				78	\$54,360.00

*Tax 1 Note: New Mexico Tax Rate 7.875%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
10/01/18 - 10/15/18	78	\$54,360.00	(\$8,154.00)	\$46,206.00	\$3,638.72	\$49,844.72
Totals	78	\$54,360.00	(\$8,154.00)	\$46,206.00	\$3,638.72	\$49,844.72

(* 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.


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Albuquerque, NM 87107
(505)884-7777

Contract / Revision	Alt Order #
1800802 /	09280555

Contract Dates	Product	Estimate #
10/09/18 - 10/15/18	issue	7402 WOMEN VOTE

Advertiser	Original Date / Revision
Women VOTE!	10/12/18 / 10/12/18

Signature: _____ **Date:** _____

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

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FROM REP OCT12/18 13.41
CHANGES *** KOAT-TV ****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 144 AGENCY PRODUCT CODE = 150 AGENCY EST# = 7402												
4	ES		1000A-1100A	30		\$400.00	10/9	10/15	1		TU-F,M	1
PROGRAM : THE VIEW CON COM1 : THE VIEW												

REP HEADLINE# 9280555 TRF# 1800602
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT12/18 13.41
 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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34	A		1030P-1100P	30		\$550.00	10/14	10/14	1		SUN	1
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PROGRAM : NEWS
 ORD COM1 : COPY OF M2
 THIS IS A MAKE-GOOD FOR OCT9 ON LINE-4 FOR 1 SPOT/WK
 THIS IS A MAKE-GOOD FOR OCT9 ON LINE-5 FOR 1 SPOT/WK

5	ES		1100A-1200N	30		\$150.00	10/9	10/15	4		TU-F,M	4
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PROGRAM : DR OZ
 CON COM1 : DR OZ

STATION MAKEGOOD OFFERS:

M2	REJECT	BUY#4	MISSED: TU-F,M/1000A-1100A	OCT15	30S	\$400.00	(OCT12/18)
		BUY#5	TU-F,M/1100A-1200N	OCT10	30S	\$150.00	
			OFFER: SUN/1030P-1100P	OCT14	30S	\$550.00	PLS ADVISE.
			CMT: SPOTS WERE PRE'D. PLS RESOLVE ASAP				

M3	OK'D	BUY#4	MISSED: TU-F,M/1000A-1100A	OCT9	30S	\$400.00	(OCT12/18)
		BUY#5	TU-F,M/1100A-1200N	OCT9	30S	\$150.00	
			OFFER: SUN/1030P-1100P	OCT14	30S	\$550.00	PLS ADVISE.
			CMT: COPY OF M2				

OCT/18 54360.00

CONTRACT TOTAL 54360.00
 TOTAL SPOTS 78

MARKET TOTALS \$164,727 KOAT 33% KRQE 31% KOB 28% KWBQ 0% KASA 6% KASY 2% CABL 0%
 SVC- NSI
 DEMOS- RA35+*

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# 9280555 TRF# 1800602
\$\$\$ MOD# 2: APPROVED REV #0 \$\$\$

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM STATION OCT12/18 11.36
*** KOAT-TV ***

ADV # ADV. NAME ISS/WOMEN VOTE

REP.# OFF.# SALESMAN #

AGY # AGY. NAME WATERFRONT STRATEGIES

BUYER NAME ANDREW HUTSON

3050 K STREET NW - SUITE 100

SALES PRSN PH- MARY TRICOLI

WASHINGTON, DC 20007

ORDER # CONTRACT # 9280555

CLASS: NATL. LOCAL REGIONAL

PRDCT WOMEN VOTE EST#7402 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/18 OCT15/18 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT12/18 11.36

STA:

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

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
3050 K ST NW
WASHINGTON, DC 20007

STATION MAKEGOOD OFFERS:

M2 UNRESL BUY#4 MISSED: TU-F,M/1000A-1100A OCT15 30S \$400.00 (OCT12/18)
BUY#5 TU-F,M/1100A-1200N OCT10 30S \$150.00
OFFER: SUN/1030P-1100P OCT14 30S \$550.00 PLS ADVISE.
CMT: SPOTS WERE PRE'D. PLS RESOLVE ASAP

CONTRACT TOTAL 54360.00
TOTAL SPOTS 79