

CONTRACT



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

www.koat.com

And:

Great American Media
 3050 K St NW
 Washington, DC 20007

<u>Contract / Revision</u> 1782237 /		<u>Alt Order #</u> 09199588
<u>Product</u> Issue		
<u>Contract Dates</u> 08/21/18 - 08/27/18		<u>Estimate #</u> 6952 STRONGER NEW
<u>Advertiser</u> Stronger NM		<u>Original Date / Revision</u> 08/29/18 / 08/29/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 8091	<u>Advertiser Code</u> 431	<u>Product 1/2</u> 460
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 8	KOAT	08/26/18	08/26/18	This Week	9-10a		:30			P-1		NM	0	\$0.00
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:		08/20/18	08/26/18	-----1			1	\$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	08/20/18-08/26/18		This Week	9-10a	-----S-	:30		\$400.00			NM		
Credited														
Totals									0.00				99	\$46,350.00

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

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
07/30/18 - 08/26/18	80	\$34,750.00	(\$5,212.50)	\$29,537.50	\$2,326.08	\$31,863.58
08/27/18 - 08/27/18	19	\$11,600.00	(\$1,740.00)	\$9,860.00	\$776.48	\$10,636.48
Totals	99	\$46,350.00	(\$6,952.50)	\$39,397.50	\$3,102.56	\$42,500.06

Signature: _____ **Date:** _____

(* 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.

REP HEADLINE# 9199588 TRF# 1782237 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! AUG29/18 18.13
 ORDER WORKSHEET HARRIS REPORT FROM REP *** CHANGES *** ** KOAT-TV ***

ADV # _____ ADV. NAME ISS/STRONGER NEW MEXICO REP. # _____ OFF. # _____ SALESMAN # _____

AGY # _____ AGY. NAME GREAT AMERICAN MEDIA BUYER NAME ANDREW HUTTON

3050 K STREET NW - SUITE 100 SALES PRSN PH- MARY TRICOLI
 WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 9199588 CLASS: NATL. LOCAL REGIONAL

PRDCT STRONGER NEW MEXICO EST#6952 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG21/18 - AUG27/18 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG29/18 18.13

REP: LN 8 PREEMPTED - CREDIT \$400
 TOTAL IS \$46,350
 PLEASE CONFIRM
 THANKS EMILY

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

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
8	S		900A-1000A	30		\$400.00	8/26	8/26	0		SUN	0
AGENCY ADVERTISER CODE = 431 AGENCY EST# = 6952 AGENCY PRODUCT CODE = 460 PROGRAM : THIS WEEK CON COM1 : THIS WEEK												
AUG/18 42350.00 SEP/18 \$4,000.00											CONTRACT TOTAL	46350.00
											TOTAL SPOTS	99

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 CHANGES *** KOAT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
MARKET TOTALS			\$150,806	KOAT 31%	KROE 33%	KOB 26%	KWBQ 2%	KASA 8%	KASY 0%	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												