



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

CONTRACT

<u>Contract / Revision</u> 1803882 /		<u>Alt Order #</u> 09289621
<u>Product</u> Issue		
<u>Contract Dates</u> 10/29/18 - 11/06/18	<u>Estimate #</u> 1116 NM STRONG	
<u>Advertiser</u> New Mexico Strong		<u>Original Date / Revision</u> 11/02/18 / 11/02/18
<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>Agency Code</u> 9913591	<u>Advertiser Code</u> 221	<u>Product 1/2</u> 242
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Ad Ventures, Inc.
Attention: Carolyn Bush
8136 Old Keene Mill Road
Suite A-300
Springfield, VA 22152

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	P Code	Rtn	Type	Spots	Amount
N 76	KOAT	11/05/18	11/05/18	Entertainment Tonight	630-7p		:30			P-1		NM	0	\$0.00
Class of Time - Fixed Non Pre-emptible														
Week:		11/05/18	11/11/18	1-----				1	\$1,000.00					
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate			Type		
1		KOAT	11/05/18-11/11/18	Entertainment Tonight	630-7p	630-7p	:30		\$1,000.00			NM		
Credited														

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

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
10/29/18 - 11/06/18	101	\$96,650.00	(\$14,497.50)	\$82,152.50	\$6,469.51	\$88,622.01
Totals	101	\$96,650.00	(\$14,497.50)	\$82,152.50	\$6,469.51	\$88,622.01

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# 9289621 TRF# 1803882 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV5/18 09.26
CHANGES *** KOAT-TV ***

ADV # _____ ADV. NAME ISS/NEW MEXICO STRONG REP.# _____ OFF.# _____ SALESMAN # _____
AGY # _____ AGY. NAME MEDIA AD VENTURES BUYER NAME CAROLYN BUSH
8136 OLD KEENE MILL RD, SUITE A300 SALES PRSN PH- MARY TRICOLI
SPRINGFIELD, VA 22153
ORDER # _____ CONTRACT # 9289621 CLASS: NATL. LOCAL REGIONAL
PRDCT NM STRONG EST#1116 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT29/18 NOV6/18 WK-2
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV5/18 09.26

REP: M3 APPLIED - CREDIT \$1000
TOTAL IS \$96,650
PLEASE CONFIRM
THANKS EMILY

STA:

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

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 221 AGENCY EST# = 1116
AGENCY PRODUCT CODE = 242

76	S		630P-700P	30		\$1,000.00	11/5	11/5	0		MON	0
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PROGRAM : ENTERTAINMENT TONIGHT
CON COM1: ENTERTAINMENT TONIGHT
CREDIT TAKEN FOR 1 SPOT(S) MISSED NOV5

STATION MAKEGOOD OFFERS:

M3	OK'D	BUY#76	MISSED: MON/630P-700P		NOV5	30S	\$1,000.00	(NOV2/18)				
			OFFER: NONE									
CMT: SPOTS WERE PRE'D. NO INV TO MG. PLS CREDIT												

REP HEADLINE# 9289621 TRF# 1803882
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV5/18 09.26
 CHANGES *** KOAT-TV ***

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
NOV/18						96650.00						
										CONTRACT TOTAL		96650.00
										TOTAL SPOTS		101

MARKET TOTALS \$361,666 KOAT 27% KRQE 43% KOB 29% KWBQ 0% KASA 1% 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

REP HEADLINE# 9289621 TRF# 1803882 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 3: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! HARRIS REPORT FROM STATION NOV2/18 17.45
ORDER WORKSHEET *** KOAT-TV ***

ADV # _____ ADV. NAME ISS/NEW MEXICO STRONG REP.# _____ OFF.# _____ SALESMAN # _____
AGY # _____ AGY. NAME MEDIA AD VENTURES BUYER NAME CAROLYN BUSH
 8136 OLD KEENE MILL RD, SUITE A300 SALES PRSN PH- MARY TRICOLI
 SPRINGFIELD, VA 22153
ORDER # _____ CONTRACT # 9289621 CLASS: NATL. LOCAL REGIONAL
PRDCT NM STRONG EST#1116 COMMENTS: (LINE, ORDER, INVOICE) _____
FLIGHT DATES OCT29/18 NOV6/18 WK-2
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV2/18 17.45

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

STATION MAKEGOOD OFFERS:
M3 UNRESL BUY#76 MISSED:MON/630P-700P NOV5 30S \$1,000.00 (NOV2/18)
 OFFER: NONE
 CMT:SPOTS WERE PRE'D. NO INV TO MG. PLS CREDIT
CONTRACT TOTAL 97650.00
TOTAL SPOTS 102