

## CONTRACT



**KTXL-TV**  
**4655 Fruitridge Rd**  
**Sacramento, CA 95820-5299**  
**(916) 454-4422**

<u>Contract / Revision</u> 623524T /		<u>Alt Order #</u> 07374086 WO623462
<u>Product</u> JERRY BROWN FOR GOV		
<u>Contract Dates</u> 10/27/14 - 11/02/14		<u>Estimate #</u> 1611
<u>Advertiser</u> Brown / Dem / Governor		<u>Original Date / Revision</u> 10/07/14 / 10/28/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTXL-TV	<u>Account Executive</u> Tim Scanlan	<u>Sales Office</u> NSO Los Angeles
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u> PL1, PL3
<u>Agency Ref</u>		<u>Advertiser Ref</u>

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	PCode	Rtn	Type	Spots	Amount
N 1	40	10/27/14	11/02/14	M-F 5p-530p	5p-530p		:30			04		NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				2	\$300.00		0.00			
N 2	40	10/27/14	11/02/14	M-F 5a-6a	5a-6a		:30			04		NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				2	\$95.00		0.00			
N 3	40	10/27/14	11/02/14	M-F 530p-6p	530p-6p		:30			04		NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				2	\$350.00		0.00			
	<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>Rtg</u>	<u>Type</u>		
	2	40	10/27/14-11/02/14	M-F 530p-6p	530p-6p	MTuWThF----	:30		<del>\$350.00</del>		0.00	NM		
	See MG 3.3													
	3	40	10/28/14-10/28/14	M-F Early News Special	Various	-Tu-----	:30		\$350.00		0.00	NM		
	Ⓜ MG for 3.2 10/28													
	mkgd News Special 8p due to World Series													
	4	40	10/29/14-10/29/14	M-F Early News Special	Various	---W-----	:30		\$0.00		0.00	NM		
	Ⓜ Bonus													
	News Special due to World Series													
	5	40	10/29/14-10/29/14	M-F Early News Special	Various	---W-----	:30		\$0.00		0.00	NM		
	Ⓜ Bonus													
	News Special due to World Series													
	6	40	10/29/14-10/29/14	M-F Early News Special	Various	---W-----	:30		\$0.00		0.00	NM		
	Ⓜ Bonus													
	News Special due to World Series													
N 4	40	10/27/14	11/02/14	M-F 6p-630p	6p-630p		:30			04		NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				2	\$375.00		0.00			
N 5	40	10/27/14	11/02/14	M-F 6a-7a	6a-7a		:30			04		NM	2	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				2	\$215.00		0.00			
N 6	40	10/27/14	11/02/14	M-F 7a-8a	7a-8a		:30			04		NM	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:		10/27/14	11/02/14	MTWTF--				2	\$250.00		0.00			
N 7	40	10/27/14	11/02/14	M-F 8a-9a	8a-9a		:30			04		NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				2	\$225.00		0.00			

(\* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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623524T /	07374086 WO623462

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/27/14 - 11/02/14	JERRY BROWN FOR G	1611

<u>Advertiser</u>	<u>Original Date / Revision</u>
Brown / Dem / Governor	10/07/14 / 10/28/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
N 8	40	10/27/14	11/02/14	M-Su 10p-11p	10p-11p		:30			04		NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				2	\$750.00		0.00			
N 9	40	11/02/14	11/02/14	Sa-Su 5p-6p	5p-6p		:30			04		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S				1	\$400.00		0.00			
	<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>Rtg</u>	<u>Type</u>		
	1	40	10/27/14-11/02/14	Sa-Su 5p-6p	5p-6p	-----Su	:30		<del>\$400.00</del>		0.00	NM		
	See MG 9.2													
	2	40	11/02/14-11/02/14	M-F Early News Special	4:00 PM-5:00 PM	-----Su	:30		\$400.00		0.00	NM		
	Ⓜ MG for 9.1 11/02													
N 10	40	11/01/14	11/01/14	College Football Gm	4:30 PM-8:00 PM		:30			03		NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S-				1	\$725.00		0.00			
Totals											0.00		21	\$6,245.00

Time Period	# of Spots	Gross Amount	Net Amount
10/27/14 - 11/02/14	21	\$6,245.00	\$5,308.25
<b>Totals</b>	21	\$6,245.00	\$5,308.25

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

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