

CONTRACT



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

And:

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

<u>Contract / Revision</u> 623462 /		<u>Alt Order #</u> 07374086 WO623524
<u>Product</u> JERRY BROWN FOR GOV		
<u>Contract Dates</u> 10/06/14 - 10/26/14		<u>Estimate #</u> 1811
<u>Advertiser</u> Brown/Dem/Governor		<u>Original Date / Revision</u> 10/16/14 / 10/16/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTXL	<u>Account Executive</u> Tim Scanlan	<u>Sales Office</u> Telerep LA
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 187	<u>Product Code</u> 310
<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
1	40	10/07/14	10/26/14	FOX40 News at 5p	5p-530p		:30			03		NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$300.00		0.00			
Week:		10/13/14	10/19/14	MTWTF--				2	\$300.00		0.00			
Week:		10/20/14	10/26/14	MTWTF--				2	\$300.00		0.00			
2	40	10/07/14	10/26/14	FOX 40 Live @ 5a	5a-6a		:30			03		NM	6	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$95.00		0.00			
Week:		10/13/14	10/19/14	MTWTF--				2	\$95.00		0.00			
Week:		10/20/14	10/26/14	MTWTF--				2	\$95.00		0.00			
3	40	10/07/14	10/26/14	FOX40 News at 530p	M-F 530p-6p		:30			03		NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$350.00		0.00			
Week:		10/13/14	10/19/14	MTWTF--				2	\$350.00		0.00			
Week:		10/20/14	10/26/14	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>		
	5	40	10/20/14-10/26/14	FOX40 News at 530p	M-F 530p-6p	MTuWThF----	:30		\$350.00		0.00	NM		
			See MG 3.7											
	7	40	10/24/14-10/24/14	KTXL News Special	Various	-----F----	:30		\$350.00		0.00	NM		
			Ⓜ MG for 3.5 10/24											
			MOVED TO NEWS SPECIAL 8P DUE TO MLB											
4	40	10/07/14	10/26/14	FOX40 News at 6	M-F 6p-630p		:30			03		NM	6	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$375.00		0.00			
Week:		10/13/14	10/19/14	MTWTF--				2	\$375.00		0.00			
Week:		10/20/14	10/26/14	MTWTF--				2	\$375.00		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>		
	6	40	10/20/14-10/26/14	FOX40 News at 6	M-F 6p-630p	MTuWThF----	:30		\$375.00		0.00	NM		
			See MG 4.7											
	7	40	10/21/14-10/21/14	KTXL News Special	Various	-Tu-----	:30		\$375.00		0.00	NM		
			Ⓜ MG for 4.6 10/21											
			MKGD NEWS SPECIAL											
5	40	10/07/14	10/26/14	FOX 40 Live @ 6a	6a-7a		:30			03		NM	6	\$1,290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$215.00		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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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<u>Contract Dates</u> 10/06/14 - 10/26/14	<u>Product</u> JERRY BROWN FOR G	<u>Estimate #</u> 1611
<u>Advertiser</u> Brown/Dem/Governor		<u>Original Date / Revision</u> 10/16/14 / 10/16/14

*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>			
Week:		10/13/14	10/19/14	MTWTF--				2	\$215.00		0.00			
Week:		10/20/14	10/26/14	MTWTF--				2	\$215.00		0.00			
6	40	10/07/14	10/26/14	FOX 40 Live @ 7a	7a-8a		:30			03		NM	6	\$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:		10/06/14	10/12/14	-TWTF--				2	\$250.00		0.00			
Week:		10/13/14	10/19/14	MTWTF--				2	\$250.00		0.00			
Week:		10/20/14	10/26/14	MTWTF--				2	\$250.00		0.00			
7	40	10/07/14	10/26/14	FOX 40 Live @ 8a	8a-9a		:30			03		NM	6	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTF--				2	\$225.00		0.00			
Week:		10/13/14	10/19/14	MTWTF--				2	\$225.00		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>		
3	40	10/13/14-10/19/14		FOX 40 Live @ 8a	8a-9a	MTuWThF----	:30		\$225.00		0.00	NM		
See MG 7.7,7.8														
4	40	10/13/14-10/19/14		FOX 40 Live @ 8a	8a-9a	MTuWThF----	:30		\$225.00		0.00	NM		
See MG 7.7,7.8														
7	40	10/15/14-10/15/14		FOX 40 Live @ 8a	8a-9a	---W-----	:30		\$175.00		0.00	NM		
Ⓜ MG for 7.3,7.4														
8	40	10/15/14-10/15/14		FOX 40 Live @ 8a	8a-9a	---W-----	:30		\$175.00		0.00	NM		
Ⓜ MG for 7.3,7.4														
Week:		10/20/14	10/26/14	MTWTF--				2	\$225.00		0.00			
8	40	10/07/14	10/26/14	M-Sun 10p-11p News	M-Sun 10p-11p		:30			03		NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-TWTFSS				3	\$750.00		0.00			
Week:		10/13/14	10/19/14	MTWTFSS				2	\$750.00		0.00			
Week:		10/20/14	10/26/14	MTWTFSS				2	\$750.00		0.00			
9	40	10/19/14	10/19/14	NFL 1p Game	1p-430p AZ v OA		:30			03		NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	-----1				1	\$5,500.00		0.00			
10	40	10/12/14	10/26/14	FOX40 News at 5p	Sa5p-6p		:30			03		NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----1				1	\$400.00		0.00			
Week:		10/13/14	10/19/14	-----1				1	\$400.00		0.00			
Week:		10/20/14	10/26/14	-----1				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>		
3	40	10/20/14-10/26/14		FOX40 News at 5p	Sa/Su	5p-6p	-----Su	:30	\$400.00		0.00	NM		
See MG 10.4														
4	40	10/26/14-10/26/14		KTXL News Special	Various	-----Su	:30		\$400.00		0.00	NM		
Ⓜ MG for 10.3 10/26														
News Special at 8p														
11	40	10/12/14	10/12/14	Su 8a-9a	8a-9a		:30			03		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:		10/06/14	10/12/14	-----1				1	\$400.00		0.00			
N 12	40	10/18/14	10/18/14	Auto Racing on FOX	Various		:30			03		NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	-----S-				1	\$100.00		0.00			
Totals											0.00		55	\$23,210.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/26/14	55	\$23,210.00	\$19,728.50
Totals	55	\$23,210.00	\$19,728.50

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Signature: _____ **Date:** _____

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