

# CONTRACT



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

[www.koat.com](http://www.koat.com)

And:

**McKenna Media Group**  
**1322 G STREET, SE**  
**WASHINGTON, DC 20003**

<u>Contract / Revision</u> 1744558 /		<u>Alt Order #</u> 09064885
<u>Product</u> Candidate		
<u>Contract Dates</u> 05/07/18 - 05/13/18	<u>Estimate #</u> 5190 DEB HAALAND C	
<u>Advertiser</u> Haaland/D/Congress		<u>Original Date / Revision</u> 05/14/18 / 05/14/18
<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 -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<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 7	KOAT	05/09/18	05/11/18	The View 10-11a	10-11a		:30			P-6		NM	1	\$85.00
Class of Time- Immediately Pre-emptible No Makegood Required														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		05/07/18	05/13/18	--W-F--				2	\$85.00					
<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>		
2	KOAT	05/07/18-05/13/18		The View 10-11a	10-11a	---W--F----	:30		\$85.00			NM		
Credited														
Totals								0.00					41	\$13,860.00

\*Tax 1 Note: New Mexico Tax Rate 7.5%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
04/30/18 - 05/13/18	41	\$13,860.00	(\$2,079.00)	\$11,781.00	\$883.57	\$12,664.57
<b>Totals</b>	41	\$13,860.00	(\$2,079.00)	\$11,781.00	\$883.57	\$12,664.57

**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](http://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# 9064885 TRF# 1744558  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP MAY14/18 17.12  
\*\*\*CHANGES\*\*\* \*\* KOAT-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/D HAALAND/D/CON/NM REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME MCKENNA MEDIA BUYER NAME MCKENNA MEDIA

1322 G ST. SE SALES PRSN WA- MARY TRICOLI  
WASHINGTON, DC 20003

ORDER # \_\_\_\_\_ CONTRACT # 9064885 CLASS: NATL. LOCAL REGIONAL

PRDCT DEB HAALAND CONGRESS EST#5190 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES MAY7/18 MAY13/18 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE MAY14/18 17.12

REP: OK'D M1 FOR CREDIT  
SEE LINE 7  
TOTAL \$13,860 (-\$85)  
PLEASE CONFIRM THANKS  
SHAWN

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CON CM DEB HAALAND FOR CONGRESS

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 =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 5190

7	S		1000A-1100A	30		\$85.00	5/9	5/11	1		W,F	1
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PROGRAM : THE VIEW  
ORD COM1: 1X PER DAY  
CREDIT TAKEN FOR 1 SPOT(S) MISSED MAY11  
STATION MAKEGOOD OFFERS:  
M1 OK'D BUY#7 MISSED:W,F/1000A-1100A MAY11 30S \$85.00 (MAY14/18)  
OFFER: NONE  
CMT:SPOT WAS PRE'D. PLS CREDIT AND MOVE \$85 TO NEXT ORDER

REP HEADLINE# 9064885 TRF# 1744558  
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MAY/18			13860.00									
CONTRACT TOTAL 13860.00												
TOTAL SPOTS 41												

MARKET TOTALS \$43,195 KOAT 32% KRQE 36% KOB 32% KWBQ 0% KASA 0% KASY 0% CABL 0%

SHARES ACCURATE  
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# 9064885 TRF# 1744558  
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$

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

FAX# 610-225-1191  
CREDIT RISK !!  
HARRIS REPORT FROM STATION

MAY14/18 16.07  
\*\*\* KOAT-TV \*\*\*

ADV # ADV. NAME POLI/D HAALAND/D/CON/NM

REP.# OFF.# SALESMAN #

AGY # AGY. NAME MCKENNA MEDIA

BUYER NAME MCKENNA MEDIA

1322 G ST. SE

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FLIGHT DATES MAY7/18 MAY13/18 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE MAY14/18 16.07

STA:

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

DEB HAALAND FOR CONGRESS

STATION MAKEGOOD OFFERS:  
M1 UNRESL BUY#7

MISSED:W,F/1000A-1100A  
OFFER: NONE

MAY11

30S \$85.00

(MAY14/18)

CMT:SPOT WAS PRE'D. PLS CREDIT AND MOVE \$85 TO NEXT ORDER

CONTRACT TOTAL 13945.00  
TOTAL SPOTS 42