

## CONTRACT



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

And:

**Sadler Strategic Media**  
**Attention: Sheri Sadler**  
**12103 Viewcrest Road**  
**Studio City, CA 91604**

<u>Contract / Revision</u> 734719 /		<u>Alt Order #</u> 09224566
<u>Product</u> #2212 GAVIN NEWSOM		
<u>Contract Dates</u> 09/24/18 - 11/04/18		<u>Estimate #</u> 2212
<u>Advertiser</u> Newsom for California Governor 2018		<u>Original Date / Revision</u> 09/20/18 / 09/24/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KTXL-TV	<u>Account Executive</u> Jason Kleinhein	<u>Sales Office</u> NSO Los Angeles
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 155.50
<u>Agency Code</u>	<u>Advertiser Code</u> 275	<u>Product 1/2</u> 398
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	40	10/01/18	10/05/18	M-F 7a-8a	7:00 AM-7:30 AM		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/18	10/07/18	MTWTF--				3	\$225.00	0.90			
N 2	40	10/07/18	10/07/18	FOX News Sunday	8:00 AM-9:00 AM		:30				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: 10/01/18	10/07/18	-----1				1	\$100.00	0.50			
N 3	40	09/30/18	10/07/18	NFL Game Day Prime	11:30 PM-12:30 XM		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/18	09/30/18	-----1				1	\$200.00	0.80			
		Week: 10/01/18	10/07/18	-----1				1	\$200.00	0.80			
N 4	40	10/04/18	10/04/18	NFL Thursday Night Gm	5:20 PM-8:30 PM		:30				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: 10/01/18	10/07/18	---1---				1	\$5,500.00	4.30			
N 5	40	10/07/18	10/07/18	NFL Reg Ssn Early Gm	Various 10a- 1p		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/18	10/07/18	-----1				1	\$6,000.00	5.50			
N 6	40	09/30/18	09/30/18	NFL Reg Ssn Late Gm	1:00 PM-4:00 PM		:30				NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/18	09/30/18	-----1				1	\$25,000.00	10.00			
N 7	40	10/07/18	10/07/18	49ers Football	Various 1- 430p		:30				NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/01/18	10/07/18	-----1				1	\$10,000.00	7.00			
N 8	40	09/24/18	09/28/18	M-F 7a-8a	7:00 AM-7:30 AM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/18	09/30/18	MTWTF--				2	\$450.00	0.90			
N 9	40	09/24/18	09/28/18	M-F 7a-8a	7:30 AM-8:00 AM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/18	09/30/18	MTWTF--				2	\$450.00	0.90			
N 10	40	09/24/18	09/28/18	M-F 8a-9a	8:00 AM-8:30 AM		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/18	09/30/18	MTWTF--				2	\$400.00	1.10			
N 11	40	09/24/18	09/28/18	M-F 8a-9a	8:30 AM-9:00 AM		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/24/18	09/30/18	MTWTF--				2	\$400.00	1.10			

(\* 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.





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

<u>Contract / Revision</u>	<u>Alt Order #</u>
734719 /	09224566

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/24/18 - 11/04/18	#2212 GAVIN NEWSOM	2212

<u>Advertiser</u>	<u>Original Date / Revision</u>
Newsom for California G	09/20/18 / 09/24/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 12	40	10/01/18	10/05/18	M-F 7a-8a	7:30 AM-8:00 AM		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	MTWTF--				3	\$225.00	0.90			
N 13	40	09/24/18	09/28/18	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/18	09/30/18	MTWTF--				2	\$275.00	0.70			
N 14	40	10/01/18	10/05/18	M-F 8a-9a	8:00 AM-8:30 AM		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	MTWTF--				3	\$200.00	1.10			
N 15	40	10/01/18	10/05/18	M-F 8a-9a	8:30 AM-9:00 AM		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	MTWTF--				3	\$200.00	1.10			
N 16	40	09/24/18	10/05/18	M-F 9a-10a	9:00 AM-9:30 AM		:30				NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/18	09/30/18	MTWTF--				3	\$175.00	0.80			
Week:		10/01/18	10/07/18	MTWTF--				3	\$175.00	0.80			
N 17	40	10/01/18	10/05/18	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	MTWTF--				3	\$125.00	0.70			
N 18	40	10/05/18	10/05/18	Friday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	----1--				1	\$1,000.00	2.00			
N 19	40	09/24/18	10/05/18	M-F 10p-11p	10:00 PM-10:30 PM		:30				NM	3	\$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:		09/24/18	09/30/18	MTWTF--				1	\$500.00	0.90			
Week:		10/01/18	10/07/18	MTWTF--				2	\$500.00	0.90			
N 20	40	09/24/18	10/05/18	M-F 10p-11p	10:30 PM-11:00 PM		:30				NM	3	\$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:		09/24/18	09/30/18	MTWTF--				2	\$500.00	0.90			
Week:		10/01/18	10/07/18	MTWTF--				1	\$500.00	0.90			
N 21	40	10/08/18	11/02/18	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	8	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	MTWTF--				2	\$275.00	0.70			
Week:		10/15/18	10/21/18	MTWTF--				2	\$275.00	0.70			
Week:		10/22/18	10/28/18	MTWTF--				2	\$275.00	0.70			
Week:		10/29/18	11/04/18	MTWTF--				2	\$275.00	0.70			
N 22	40	10/08/18	11/02/18	M-F 7a-8a	7:00 AM-7:30 AM		:30				NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	MTWTF--				2	\$450.00	0.90			
Week:		10/15/18	10/21/18	MTWTF--				2	\$450.00	0.90			
Week:		10/22/18	10/28/18	MTWTF--				2	\$450.00	0.90			
Week:		10/29/18	11/04/18	MTWTF--				2	\$450.00	0.90			
N 23	40	10/08/18	11/02/18	M-F 7a-8a	7:30 AM-8:00 AM		:30				NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	MTWTF--				2	\$450.00	0.90			
Week:		10/15/18	10/21/18	MTWTF--				2	\$450.00	0.90			
Week:		10/22/18	10/28/18	MTWTF--				2	\$450.00	0.90			
Week:		10/29/18	11/04/18	MTWTF--				2	\$450.00	0.90			
N 24	40	10/08/18	11/02/18	M-F 8a-9a	8:00 AM-8:30 AM		:30				NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	MTWTF--				2	\$400.00	1.10			

(\* 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.





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

<u>Contract / Revision</u> 734719 /		<u>Alt Order #</u> 09224566
<u>Contract Dates</u> 09/24/18 - 11/04/18	<u>Product</u> #2212 GAVIN NEWSOM	<u>Estimate #</u> 2212
<u>Advertiser</u> Newsom for California G		<u>Original Date / Revision</u> 09/20/18 / 09/24/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	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:		10/15/18	10/21/18	MTWTF--				2	\$400.00	1.10			
Week:		10/22/18	10/28/18	MTWTF--				2	\$400.00	1.10			
Week:		10/29/18	11/04/18	MTWTF--				2	\$400.00	1.10			
N 25	40	10/08/18	11/02/18	M-F 8a-9a	8:30 AM-9:00 AM		:30				NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	MTWTF--				2	\$400.00	1.10			
Week:		10/15/18	10/21/18	MTWTF--				2	\$400.00	1.10			
Week:		10/22/18	10/28/18	MTWTF--				2	\$400.00	1.10			
Week:		10/29/18	11/04/18	MTWTF--				2	\$400.00	1.10			
N 26	40	10/08/18	11/02/18	M-F 9a-10a	9:00 AM-9:30 AM		:30				NM	8	\$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:		10/08/18	10/14/18	MTWTF--				2	\$175.00	0.80			
Week:		10/15/18	10/21/18	MTWTF--				2	\$175.00	0.80			
Week:		10/22/18	10/28/18	MTWTF--				2	\$175.00	0.80			
Week:		10/29/18	11/04/18	MTWTF--				2	\$175.00	0.80			
N 27	40	11/03/18	11/03/18	College Football Reg Ssn	12:30 PM-8:00 PM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----2-				2	\$500.00	1.20			
N 28	40	10/21/18	10/21/18	NFL Reg Ssn Early Gm	10-1P		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/18	10/21/18	-----1				1	\$6,000.00	5.50			
N 29	40	11/04/18	11/04/18	NFL Reg Ssn Early Gm	10-1P		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1				1	\$6,000.00	5.50			
N 30	40	11/04/18	11/04/18	NFL Reg Ssn Late Gm	130-430P		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1				1	\$6,000.00	5.50			
N 31	40	10/11/18	10/11/18	NFL Thursday Night Pre Gm	430-50P		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	---1---				1	\$1,000.00	2.30			
N 32	40	10/14/18	10/14/18	NFL Reg Ssn Early Gm	10-1P		:30				NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	-----1				1	\$25,000.00	21.40			
N 33	40	10/11/18	10/11/18	NFL Thursday Night Gm	5:20 PM-8:30 PM		:30				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:		10/08/18	10/14/18	---1---				1	\$5,500.00	4.30			
<b>Totals</b>								155.50				101	\$126,625.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 -09/30/18	18	\$31,175.00	(\$4,676.25)	\$26,498.75
10/01/18 -10/28/18	67	\$78,150.00	(\$11,722.50)	\$66,427.50
10/29/18 -11/04/18	16	\$17,300.00	(\$2,595.00)	\$14,705.00
<b>Totals</b>	101	\$126,625.00	(\$18,993.75)	\$107,631.25

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

(\* 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.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>KTXL SACRAMENTO</u>	Date: <u>2/5/18</u>
-------------------------------------------------	------------------------

I, Sheri Sadler  
 being/on behalf of: GAVIN NEWSOM  
 a legally qualified candidate of the DEMOCRATIC  
 political party for the office of: GOVERNOR  
 in the GENERAL  
 election to be held on: NOVEMBER 6, 2018  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see request email					

Attach proposed schedule with charges (if available): \$126,625.-

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

All Letter of Authorization

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

\_\_\_\_\_  
Date

Shau Jader  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

Shau Jader  
Printed Name

NSC  
Title