

CONTRACT



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

www.koat.com

And:

Flexpoint Media
Attention: Kegan Beran
PO Box 1051
New Albany, OH 43054

<u>Contract / Revision</u> 1801233 /		<u>Alt Order #</u> 09282501
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/13/18 - 10/16/18		<u>Estimate #</u> 323 STEVE PEARCE
<u>Advertiser</u> Pearce/R/Governor		<u>Original Date / Revision</u> 10/12/18 / 10/12/18
<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>	<u>Advertiser Code</u> 62	<u>Product 1/2</u> 69
<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	10/14/18	10/14/18	Action 7 News @ 5p	5-530p		:30			P-5		NM	3	\$300.00
Class of Time - Pre-emptible with notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/08/18	10/14/18	-----1	1			\$300.00						
<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>		
1	KOAT	10/08/18-10/14/18		Action 7 News @ 5p Sun	5-530p	-----Su	:30		\$300.00			NM		
See MG 7.2, 7.3, 7.4														
2	KOAT	10/16/18-10/16/18		5a A7N More In The AM	5-6a	-Tu-----	:30		\$175.00			NM		
Ⓜ MG for 7.1 10/14														
3	KOAT	10/14/18-10/14/18		Su 11-1130p	Su 11-1130p	-----Su	:30		\$75.00			NM		
Ⓜ MG for 7.1 10/14														
4	KOAT	10/14/18-10/14/18		CASTLE SAT LF	SU 1130-1230a	-----Su	:30		\$50.00			NM		
Ⓜ MG for 7.1 10/14														
									Totals	0.00			14	\$5,125.00

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

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
10/01/18 - 10/16/18	14	\$5,125.00	(\$768.75)	\$4,356.25	\$343.05	\$4,699.30
Totals	14	\$5,125.00	(\$768.75)	\$4,356.25	\$343.05	\$4,699.30

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# 9282501 TRF# 1801233 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT12/18 13.42
 ORDER WORKSHEET HARRIS REPORT FROM REP *** CHANGES *** ** KOAT-TV ***

ADV # _____ ADV. NAME POLI/S PEARCE/R/GOV/NM REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME FLEXPPOINT MEDIA BUYER NAME KEGAN BERAN
 P.O. BOX 1051 SALES PRSN PH- MARY TRICOLI
 NEW ALBANY, OH 43054

CONTRACT # 9282501 CLASS: NATL. LOCAL REGIONAL

PRDCT STEVE PEARCE EST#323 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES OCT12/18 - OCT16/18 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT12/18 13.42

REP: M1 APPLIED - MKGD ON LN 12-14
 TOTAL \$5,125
 PLEASE CONFIRM
 THANKS EMILY

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CON CM STEVE PEARCE FOR GOVERNOR

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
7	S		500P-530P	30		\$300.00	10/14	10/14	0		SUN	0
AGENCY ADVERTISER CODE = 62 AGENCY EST# = 323 AGENCY PRODUCT CODE = 69												
12	A		500A-600A	30		\$175.00	10/16	10/16	1		TUE	1
PROGRAM : NEWS ORD COM1 : PLEASE RESOLVE ASAP THIS IS A MAKE-GOOD FOR OCT14 ON LINE-7 FOR 1 SPOT/WK												

REP HEADLINE# 9282501 TRF# 1801233
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT12/18 13.42
 CHANGES ** KOAT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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13	A		1100P-1130P	30		\$75.00	10/14	10/14	1		SUN	1
PROGRAM : MATTER OF FACT ORD COM1 : PLEASE RESOLVE ASAP PART OF A MAKEGOOD MADE UP OF LINES 12-14												

14	A		1130P-1230A	30		\$50.00	10/14	10/14	1		SUN	1
PROGRAM : CASTLE ORD COM1 : PLEASE RESOLVE ASAP PART OF A MAKEGOOD MADE UP OF LINES 12-14												

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#7	MISSED: SUN/500P-530P				OCT14		30S	\$300.00		(OCT12/18)
			OFFER: TUE/500A-600A				OCT16		30S	\$175.00		PLS ADVISE.
			& SUN/1100P-1130P				OCT14		30S	\$75.00		
			& SUN/1130P-1230A				OCT14		30S	\$50.00		
CMT: PLEASE RESOLVE ASAP												

OCT/18 \$5,125.00 CONTRACT TOTAL \$5,125.00
 TOTAL SPOTS 14

COMPETITIVE INFORMATION NOT YET AVAILABLE.

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# 9282501 TRF# 1801233
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT12/18 11.50
*** KOAT-TV ***

ADV # _____ ADV. NAME POLI/S PEARCE/R/GOV/NM REP. # _____ OFF. # _____ SALESMAN # _____

AGY # _____ AGY. NAME FLEXPPOINT MEDIA BUYER NAME KEGAN BERAN

P.O. BOX 1051 SALES PRSN PH- MARY TRICOLI

NEW ALBANY, OH 43054

ORDER # _____ CONTRACT # 9282501 CLASS: NATL. LOCAL REGIONAL

PRDCT STEVE PEARCE EST#323 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT12/18 OCT16/18 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT12/18 11.50

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

STATION MAKEGOOD OFFERS:
M1 UNREST BUY#7 MISSED: SUN/500P-530P OCT14 30S \$300.00 (OCT12/18)

OFFER: TUE/500A-600A OCT16 30S \$175.00 PLS ADVISE.
& SUN/1100P-1130P OCT14 30S \$75.00
& SUN/113P-1230A OCT14 30S \$50.00
CMT: PLEASE RESOLVE ASAP

CONTRACT TOTAL \$5,125.00
TOTAL SPOTS 12