

CONTRACT

www.koat.com

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

And:

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

<u>Contract / Revision</u> 1764268 /		<u>Alt Order #</u> 09131418
<u>Product</u> Candidate		
<u>Contract Dates</u> 06/26/18 - 07/02/18	<u>Estimate #</u> 195 STEVE PEARCE	
<u>Advertiser</u> Pearce/R/Governor		<u>Original Date / Revision</u> 06/29/18 / 06/29/18
<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 3	KOAT	07/02/18	07/02/18	Good Morning America	7-9a		1:00			P-6		NM	1	\$690.00
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:		07/02/18	07/08/18	1-----				1	\$690.00					
Totals									0.00				27	\$14,520.00

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

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
06/25/18 - 07/02/18	27	\$14,520.00	(\$2,178.00)	\$12,342.00	\$925.65	\$13,267.65
Totals	27	\$14,520.00	(\$2,178.00)	\$12,342.00	\$925.65	\$13,267.65

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# 9131418 TRF# 1764268
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 610-225-1191
JUN29/18 13.57
*** 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 WA- MARY TRICOLI

NEW ALBANY, OH 43054

ORDER # CONTRACT # 9131418

CLASS: NATL. LOCAL REGIONAL

PRDCT STEVE PEARCE EST#195 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUN26/18 JUL2/18 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUN29/18 13.57

REP: M1 APPLIED - MKGD ON LN 17
TOTAL IS \$14,520
PLEASE CONFIRM
THANKS EMILY

STA:

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

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3	S		700A-900A	60		\$700.00	7/2	7/2	0		MON	0
PROGRAM : GOOD MORNING AMERICA												
17	A		700A-900A	60		\$690.00	7/2	7/2	1		MON	1
PROGRAM : GOOD MORNING AMERICA												
ORD COM1: REDUCED RATE BY \$10 TO COVER TAX INCREASE FOR 7/1-7/2												
THIS IS A MAKE-GOOD FOR JUL2 ON LINE-3 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 195

REP HEADLINE# 9131418 TRF# 1764268
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 610-225-1191
 JUN29/18 13.57
 *** 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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STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#3	MISSED: MON/700A-900A				JUL2		60S	\$700.00	(JUN29/18)	
			OFFER: MON/700A-900A				JUL2		60S	\$690.00	PLS ADVISE.	
			CMT: REDUCED RATE BY \$10 TO COVER TAX INCREASE FOR 7/1-7/2									

JUL/18			14520.00									
										CONTRACT TOTAL	14520.00	
										TOTAL SPOTS	27	

MARKET TOTALS \$33,790 KOAT 43% KRQE 16% KOB 41% KWBC 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# 9131418 TRF# 1764268
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$

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

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM STATION JUN29/18 12.06
*** 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
NEW ALBANY, OH 43054
SALES PRSN WA- MARY TRICOLI

ORDER # _____ CONTRACT # 9131418 CLASS: NATL. LOCAL REGIONAL

PRDCT STEVE PEARCE EST#195 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUN26/18 JUL2/18 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE JUN29/18 12.06

STA:

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

STEVE PEARCE FOR GOVERNOR
STATION MAKEGOOD OFFERS:

M1 UNRESL BUY#3 MISSED: MON/700A-900A JUL2 60S \$700.00 (JUN29/18)
OFFER: MON/700A-900A JUL2 60S \$690.00 PLS ADVISE.
CMT: REDUCED RATE BY \$10 TO COVER TAX INCREASE FOR 7/1-7/2

CONTRACT TOTAL 14530.00
TOTAL SPOTS 27