

# 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> 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					
<b>Totals</b>													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
<b>Totals</b>	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](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# 9131418 TRF# 1764268  
 \$\$\$ 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 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: \*\*\*\*\* 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
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												

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

REP HEADLINE# 9131418 TRF# 1764268  
 \$\$\$ 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 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									

CONTRACT TOTAL 14520.00  
 TOTAL SPOTS 27

MARKET TOTALS \$33,790 KOAT 43% KRQE 16% KOB 41% KWBO 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 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 0: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! JUN29/18 12.06  
 ORDER WORKSHEET HARRIS REPORT FROM STATION \*\*\* KOAT-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/S PEARCE/R/GOV/NM REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME FLEXPPOINT MEDIA BUYER NAME KEGAN BERAN

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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 \*\*\*\*\*

STATION MAKEGOOD OFFERS: STEVE PEARCE FOR GOVERNOR  
 MI 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