

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> 1747248 /		<u>Alt Order #</u> 09072437
<u>Product</u> Candidate		
<u>Contract Dates</u> 05/02/18 - 05/20/18		<u>Estimate #</u> 154 STEVE PEARCE
<u>Advertiser</u> Pearce/R/Governor		<u>Original Date / Revision</u> 05/22/18 / 05/22/18
<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 -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
E 6	KOAT	05/14/18	05/17/18	Good Morning Americ	7-9a		:30			P-6		NM	2	\$600.00
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:		05/14/18	05/20/18	M-WT---				3	\$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>		
3	KOAT	05/14/18-05/20/18		Good Morning America	7-9a	M--WTh-----	:30		\$300.00			NM		
Credited														
E 10	KOAT	05/20/18	05/20/18	This Week	9-10a		:30			P-6		NM	0	\$0.00
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:		05/14/18	05/20/18	-----1				1	\$200.00					
<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	05/14/18-05/20/18		This Week	9-10a	-----S1	:30		\$200.00			NM		
Credited														
N 11	KOAT	05/06/18	05/20/18	Sun 10a-1030a	Sun 10a-1030a		:30			P-6		NM	2	\$200.00
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:		04/30/18	05/06/18	-----1				1	\$100.00					
Week:		05/07/18	05/13/18	-----1				1	\$100.00					
Week:		05/14/18	05/20/18	-----1				1	\$100.00					
<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>		
3	KOAT	05/14/18-05/20/18		Sun 10a-1030a	Sun 10a-1030a	-----S1	:30		\$100.00			NM		
Credited														
E 17	KOAT	05/14/18	05/16/18	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:		05/14/18	05/20/18	M-W----				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>		
1	KOAT	05/14/18-05/20/18		The View 10-11a	10-11a	M--W-----	:30		\$85.00			NM		
Credited														

(* 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.



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

www.koat.com

Contract / Revision 1747248 /	Alt Order # 09072437
---	--------------------------------

Contract Dates 05/02/18 - 05/20/18	Product Candidate	Estimate # 154 STEVE PEARCE
--	-----------------------------	---------------------------------------

Advertiser Pearce/R/Governor	Original Date / Revision 05/22/18 / 05/22/18
--	--

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
E 22	KOAT	05/08/18	05/10/18	Chew, The	12-1pm		: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	-T-T---	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>		
1	KOAT	05/07/18-05/13/18		Chew, The	12-1pm	-Tu-Th-----	:30		\$85.00			NM		
Credited														
E 24	KOAT	05/02/18	05/16/18	General Hospital	1-2p		:30			P-6		NM	2	\$150.00
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:		04/30/18	05/06/18	--1----	1			\$75.00						
Week:		05/07/18	05/13/18	--1----	1			\$75.00						
Week:		05/14/18	05/20/18	--1----	1			\$75.00						
<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>		
3	KOAT	05/14/18-05/20/18		General Hospital	1-2p	---W-----	:30		\$75.00			NM		
Credited														
E 30	KOAT	05/07/18	05/18/18	Action 7 News @ 6p	6-630p		:30			P-6		NM	9	\$3,150.00
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	MTWTF--	5			\$350.00						
Week:		05/14/18	05/20/18	MTWTF--	5			\$350.00						
<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>		
6	KOAT	05/14/18-05/20/18		Action 7 News @ 6p	6-630p	MTuWThF----	:30		\$350.00			NM		
Credited														
E 31	KOAT	05/05/18	05/19/18	Action 7 News @ 5p	S5-530p		:30			P-6		NM	2	\$350.00
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:		04/30/18	05/06/18	-----1-	1			\$175.00						
Week:		05/07/18	05/13/18	-----1-	1			\$175.00						
Week:		05/14/18	05/20/18	-----1-	1			\$175.00						
<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>		
3	KOAT	05/14/18-05/20/18		Action 7 News @ 5p Sat	5-530p	-----Sa--	:30		\$175.00			NM		
Credited														
E 32	KOAT	05/06/18	05/20/18	Action 7 News @ 5p	S5-530p		:30			P-6		NM	2	\$400.00
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:		04/30/18	05/06/18	-----1	1			\$200.00						
Week:		05/07/18	05/13/18	-----1	1			\$200.00						
Week:		05/14/18	05/20/18	-----1	1			\$200.00						
<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>		
3	KOAT	05/14/18-05/20/18		Action 7 News @ 5p Sun	5-530p	-----Su	:30		\$200.00			NM		
Credited														
E 35	KOAT	05/15/18	05/15/18	Entertainment Tonight	630-7p		:30			P-6		NM	0	\$0.00
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:		05/14/18	05/20/18	-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	05/14/18-05/20/18		Entertainment Tonight 630-7p	630-7p	-Tu-----	:30		\$300.00			NM		
Credited														

(* 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.



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

www.koat.com

<u>Contract / Revision</u> 1747248 /	<u>Alt Order #</u> 09072437
---	--------------------------------

<u>Contract Dates</u> 05/02/18 - 05/20/18	<u>Product</u> Candidate	<u>Estimate #</u> 154 STEVE PEARCE
--	-----------------------------	---------------------------------------

<u>Advertiser</u> Pearce/R/Governor	<u>Original Date / Revision</u> 05/22/18 / 05/22/18
--	--

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
E 45	KOAT	05/06/18	05/20/18	Action 7 News @ 10p	10-1030p		:30			P-6		NM	1	\$300.00
Class of Time- Immediately Pre-emptible No Makegood Required														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>									
Week:		04/30/18	05/06/18	-----1	1	\$300.00								
Week:		05/07/18	05/13/18	-----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>		
2	KOAT	05/07/18-05/13/18		Action 7 News @ 10p Sun	10-1030p	-----Su	:30		\$300.00			NM		
Credited														
Week:		05/14/18	05/20/18	-----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>		
3	KOAT	05/14/18-05/20/18		Action 7 News @ 10p Sun	10-1030p	-----Su	:30		\$300.00			NM		
Credited														
Totals									0.00				110	\$27,340.00

*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 - 05/20/18	110	\$27,340.00	(\$4,101.00)	\$23,239.00	\$1,742.92	\$24,981.92
Totals	110	\$27,340.00	(\$4,101.00)	\$23,239.00	\$1,742.92	\$24,981.92

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# 9072437 TRF# 1747248 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 6: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! MAY23/18 11.37
 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 WA- MARY TRICOLI
 NEW ALBANY, OH 43054

ORDER # _____ CONTRACT # 9072437 CLASS: NATL. LOCAL REGIONAL

PRDCT STEVE PEARCE EST#154 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES MAY2/18 MAY20/18 WK-3

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE MAY23/18 11.37

REP: MS APPLIED - \$100 CREDITED
 TOTAL IS \$27,340
 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
11	E		1000A-1030A	30		\$100.00	5/6	5/13	1		SUN	2
11	E		1000A-1030A	30		\$100.00	5/20	5/20	0		SUN	0

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 154
 PROGRAM : MATTER OF FACT
 ORD COM1 : 1X PER DAY
 CREDIT TAKEN FOR 1 SPOT(S) MISSED MAY20

REP HEADLINE# 9072437 TRF# 1747248
 \$\$\$ MOD# 6: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP MAY23/18 11.37
 CHANGES *** KOAT-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

STATION MAKEGOOD OFFERS:
 M5 OK'D BUY#11 MISSED: SUN/1000A-1030A MAY20 30S \$100.00 (MAY22/18)
 OFFER: NONE
 CMT: SPOT WAS PRE'D. PLS CREDIT SINCE FLT IS OVER

MAY/18 27340.00 CONTRACT TOTAL 27340.00
 TOTAL SPOTS 110

MARKET TOTALS \$91,964 KOAT 29% KRQE 37% KOB 33% KWBQ 0% KASA 0% KASY 1% CABL 0%
 KASY IS FOR NRQE

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# 9072437 TRF# 1747248
\$\$\$ MOD# 6: APPROVED REV #0 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION MAY22/18 19.10
*** 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 # 9072437 CLASS: NATL. LOCAL REGIONAL

PRDCT STEVE PEARCE EST#154 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES MAY2/18 MAY20/18 WK-3

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE MAY22/18 19.10

STA:

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

STEVE PEARCE FOR GOVERNOR

STATION MAKEGOOD OFFERS: MISSED: SUN/1000A-1030A MAY20 30S \$100.00 (MAY22/18)

M5 UNRESL BUY#11 OFFER: NONE CMT: SPOT WAS PRE'D. PLS CREDIT SINCE FLT IS OVER

CONTRACT TOTAL 27440.00
TOTAL SPOTS 111