

# 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 -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
E 6	KOAT	05/14/18	05/17/18	Good Morning America	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			<del>\$300.00</del>			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	-----Su	:30			<del>\$200.00</del>			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	-----Su	:30			<del>\$100.00</del>			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		<del>\$85.00</del>			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](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.



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<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 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		<del>\$85.00</del>			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		<del>\$75.00</del>			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		<del>\$350.00</del>			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		<del>\$175.00</del>			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		<del>\$200.00</del>			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		<del>\$300.00</del>			NM		
Credited														

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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>	<u>Rate</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		<del>\$300.00</del>			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		<del>\$300.00</del>			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
<b>Totals</b>	110	\$27,340.00	(\$4,101.00)	\$23,239.00	\$1,742.92	\$24,981.92

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

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FROM REP MAY23/18 11.37  
\*\*CHANGES\*\* \*\*\* KOAT-TV \*\*\*\*\*

NEW ALBANY, OH 43054

	CLASS:	NATL.	LOCAL	REGIONAL
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[illegible]

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

TOTAL IS \$27,340  
PLEASE CONFIRM  
THANKS EMILY

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



REP HEADLINE# 9072437 TRF# 1747248 REP: TEL# 610-293-4100 FAX# 610-225-1191  
\$\$\$ MOD# 6: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! MAY22/18 19.10  
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  
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: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CON CM STEVE PEARCE FOR GOVERNOR  
STATION MAKEGOOD OFFERS:  
M5 UNRESL 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

CONTRACT TOTAL 27440.00  
TOTAL SPOTS 111