



**KVAL+**  
**4575 Blanton Rd**  
**Eugene, OR 97405**  
**(541) 342-4961**

# CONTRACT

<u>Contract / Revision</u> 1036268 /		<u>Alt Order #</u>
<u>Advertiser</u> <b>Caddy McKeown for State Representative-D</b>		<u>Original Date / Revision</u> 10/11/18 / 10/23/18
<u>Contract Dates</u> <b>10/15/18 - 10/21/18</b>	<u>Estimate #</u>	
<u>Product</u> <b>McKeown-D-Rep HD9 10/15-10/21</b>		
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>KVAL</b>	<u>Account Executive</u> House House-KVAL	<u>Sales Office</u> National Direct
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> GENERAL	
<u>Agy Code</u>	<u>Advertiser Code</u> 768	<u>Product 1/2</u> 798
<u>Agency Ref</u> 9485	<u>Advertiser Ref</u> 91044	

And:

**Media Analysis, Inc**  
**PO Box 385128**  
**Waikoloa, HI 96738**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	Multi	10/15/18	10/19/18	KVAL News @ 6a	6a-7a		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	3			\$75.00				
N 2	Multi	10/15/18	10/19/18	CBS This Morning	7a-9a		:30			NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	5			\$60.00				
N 3	Multi	10/15/18	10/19/18	The KVAL 9a News	9a-10a		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	3			\$50.00				
N 4	Multi	10/15/18	10/19/18	The Price is Right	10a-11a		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	3			\$125.00				
N 5	Multi	10/15/18	10/19/18	The Young & The Restless	11a-12p		:30			NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	3			\$110.00				
N 6	Multi	10/15/18	10/19/18	KVAL News @ Noon	12p-1230p		:30			NM	4	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	4			\$55.00				
N 7	Multi	10/15/18	10/19/18	The Talk	1p-2p		:30			NM	3	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	3			\$55.00				
N 8	Multi	10/15/18	10/19/18	Dr. Phil	4p-5p		:30			NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	3			\$70.00				
N 9	Multi	10/15/18	10/19/18	KVAL News @ 5p	5p-530p		:30			NM	4	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	4			\$170.00				
N 10	Multi	10/15/18	10/19/18	M-F CBS Evening News	530p-6p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	2			\$300.00				
N 11	Multi	10/15/18	10/19/18	KVAL News @ 6p	6p-630p		:30			NM	4	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/18	10/21/18	MTWTF--	4			\$170.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



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Contract Dates <b>10/15/18 - 10/21/18</b>	Product McKeown-D-Rep HD9 10	Estimate #

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	Multi	10/15/18	10/19/18	Inside Edition	630p-7p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	MTWTF--				3	\$150.00			
N 13	Multi	10/15/18	10/19/18	Jeopardy	7p-730p		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	MTWTF--				5	\$250.00			
N 14	Multi	10/15/18	10/19/18	Wheel of Fortune	730p-8p		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	MTWTF--				5	\$250.00			
N 15	Multi	10/15/18	10/19/18	KVAL News @ 11p	11p-1135p		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	MTWTF--				3	\$125.00			
N 16	Multi	10/15/18	10/19/18	Late Show With Stephen Colt	1135p-1237a		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	MTWTF--				4	\$50.00			
N 17	Multi	10/15/18	10/15/18	Magnum PI	9p-10p		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	M-----				1	\$630.00			
N 18	Multi	10/15/18	10/15/18	Bull	10p-11p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	M-----				1	\$650.00			
N 19	Multi	10/16/18	10/16/18	NCIS	8p-9p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-T-----				1	\$600.00			
N 20	Multi	10/16/18	10/16/18	FBI	9p-10p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-T-----				1	\$500.00			
N 21	Multi	10/16/18	10/16/18	NCIS: New Orleans	10p-11p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-T-----				1	\$450.00			
N 22	Multi	10/17/18	10/17/18	Survivor	8p-9p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	--W----				1	\$750.00			
N 23	Multi	10/17/18	10/17/18	Criminal Minds	10p-11p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	--W----				1	\$500.00			
N 24	Multi	10/18/18	10/18/18	The Big Bang Theory	8p-830p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	---T---				1	\$800.00			
N 25	Multi	10/18/18	10/18/18	Mom/Murphy Brown	9p-10p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	---T---				1	\$600.00			
N 26	Multi	10/19/18	10/19/18	Macgyver	8p-9p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	----F--				1	\$400.00			
N 27	Multi	10/19/18	10/19/18	Hawaii Five-O	9p-10p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	----F--				1	\$450.00			
N 28	Multi	10/19/18	10/19/18	Blue Bloods	10p-11p		:30			NM	1	\$400.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	----F--				1	\$400.00			
N 29	Multi	10/20/18	10/20/18	KVAL News @ 6p	6p-630p		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-----S-				1	\$185.00			
N 30	Multi	10/20/18	10/20/18	KVAL News @ 11p	11p-1135p		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-----S-				1	\$120.00			
N 31	Multi	10/15/18	10/19/18	The Bold & The Beautiful	1230p-1p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	MTWTF--				1	\$125.00			
N 32	Multi	10/15/18	10/19/18	Dr. Oz	3p-4p		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	MTWTF--				1	\$90.00			
N 33	Multi	10/21/18	10/21/18	60 Minutes	7p-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-----S				1	\$500.00			
N 34	Multi	10/21/18	10/21/18	NCIS: Los Angeles	9p-10p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-----S				1	\$450.00			
N 35	Multi	10/21/18	10/21/18	Madam Secretary	10p-11p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	-----S				1	\$400.00			
<b>Totals</b>											<b>76</b>	<b>\$16,060.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/15/18 - 10/21/18	76	\$16,060.00	(\$2,409.00)	\$13,651.00
<b>Totals</b>	<b>76</b>	<b>\$16,060.00</b>	<b>(\$2,409.00)</b>	<b>\$13,651.00</b>

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

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at ...http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

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