

# CONTRACT

**NBC 10 Right Now** KNDO  
**KNDO 23 KNDU 25** 216 W. Yakima Ave  
 Yakima, WA 98902  
 (509)225-2300

www.kndo.com

And:

**POL/Committee to Elect Matthew Stroe Sheriff**  
 815 Fern Avenue  
 Walla Walla, WA 99362

<u>Contract / Revision</u> 138851 /		<u>Alt Order #</u>
<u>Advertiser</u> POL/Committee to Elect Matthew Stroe Sheri		<u>Original Date / Revision</u> 10/08/18 / 10/08/18
<u>Contract Dates</u> 10/10/18 - 11/06/18	<u>Estimate #</u>	
<u>Product</u>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KNDO_KND	<u>Account Executive</u> Trude Smith	<u>Sales Office</u> KNDO-KNDU N
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
<u>Agy 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	Type	Spots	Amount
N 1	All	10/10/18	11/06/18	NORTHWEST TODAY 6AM	6-7AM		:30			NM	15	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/18	10/14/18	--WTF--				3	\$100.00			
	Week:	10/15/18	10/21/18	MTWTF--				5	\$100.00			
	Week:	10/22/18	10/28/18	MTWTF--				5	\$100.00			
	Week:	10/29/18	11/04/18	MTWTF--				2	\$100.00			
	Week:	11/05/18	11/11/18	-----				0	\$100.00			
N 2	All	10/10/18	11/06/18	TODAY SHOW	7-9AM		:30			NM	15	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/18	10/14/18	--WTF--				3	\$100.00			
	Week:	10/15/18	10/21/18	MTWTF--				5	\$100.00			
	Week:	10/22/18	10/28/18	MTWTF--				5	\$100.00			
	Week:	10/29/18	11/04/18	MTWTF--				2	\$100.00			
	Week:	11/05/18	11/11/18	-----				0	\$100.00			
<b>Totals</b>											<b>30</b>	<b>\$3,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/18 - 10/28/18	26	\$2,600.00	\$2,600.00
10/29/18 - 11/02/18	4	\$400.00	\$400.00
<b>Totals</b>	<b>30</b>	<b>\$3,000.00</b>	<b>\$3,000.00</b>

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

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

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. Two week advance cancellation notice is required unless otherwise specified. The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:** \_\_\_\_\_ **Date:** \_\_\_\_\_

I, Liz Stroe  
 being/on behalf of: Committee to Elect Matthew Stoe Sheriff legally  
 qualified candidate of the Republican political  
 party for the office of: Sheriff of Walla Walla  
 in the Nov 6 2018 County general  
 election to be held on: Nov 6, 2018

do hereby request station time as follows:

*see attached*

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30	6-7 7-9				

**Total Charges:** \_\_\_\_\_





Proposal ID: 20786  
 Station: KNDO+-RT  
 Schedule Date: 10/10/2018 - 11/6/2018  
 Advertiser: POLITICAL  
 Spot Length(s): :30

Acct. Exec: TRUDE SMITH  
 Phone #: 509-737-6701  
 Email: trude.smith@kndu.com  
 Web Site: www.kndu.com

Our business is growing your business.

The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in any way on the basis of race or ethnicity.

**Flight Dates: 10/10/2018-11/6/2018**

Program Time	Spot Length	OC				RT-A21+ D.RTG	RT-A21+ D.000	Wk	Rate Spots
		10	15	22	29	RTG	000		
<b>KNDO+</b>									
Wake Up NW LN 6am	:30	3	5	5	2	3.8	8.4	4	\$100.00
GRPs/Impressions						57	126		15
CPP/CPM						\$26.32	\$11.90		
Mo-Fr 6:00a-7:00a									
Today Show	:30	3	5	5	2	4.3	9.6	4	\$100.00
GRPs/Impressions						64.5	144		15
CPP/CPM						\$23.26	\$10.42		
Mo-Fr 7:00a-9:00a									

**Total Cost: \$3,000.00**

**General Summary ( RT-A21+ D.RTG )**

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KNDO+	30	\$3,000.00	121.5	270.0	\$24.69	\$11.11	43.4	2.8	23.7	97,293	224,242