



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

# CONTRACT

<b>Contract / Revision</b> 1804531 /		<b>Alt Order #</b> 09292048
<b>Product</b> Candidate		
<b>Contract Dates</b> 10/23/18 - 10/29/18	<b>Estimate #</b> 194 M HEINRICH/SEN/	
<b>Advertiser</b> Heinrich/D/Senate		<b>Original Date / Revision</b> 10/26/18 / 10/26/18
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> KOAT	<b>Account Executive</b> Mary Tricoli	<b>Sales Office</b> HPR-Philadelphia
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>Agency Code</b> 15	<b>Advertiser Code</b> 24	<b>Product 1/2</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Left Hook Communications**  
**Attention: Sarah Buffone**  
**724 LINCOLN BLVD STE D**  
**LOS ANGELES, CA 90291**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 30	KOAT	10/23/18	10/29/18	Live with Kelly & Ryan 9-10a			:30			P-5		NM	3	\$450.00
Class of Time - Pre-emptible with notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 10/23/18	10/29/18	MTWTF--				4	\$150.00					
	<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>					
	1	KOAT	10/23/18-10/29/18	Live with Kelly & Ryan	9-10a	MTUWThF----	:30		\$450.00					
Credited														
E 31	KOAT	10/23/18	10/29/18	The View 10-11a	10-11a		:30			P-1		NM	4	\$1,200.00
Class of Time - Fixed Non Pre-emptible														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
		Week: 10/23/18	10/29/18	MTWTF--				4	\$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>					
	2	KOAT	10/23/18-10/29/18	The View 10-11a	10-11a	MTUWThF----	:30		\$300.00					
See MG 31.5														
	3	KOAT	10/23/18-10/29/18	The View 10-11a	10-11a	MTUWThF----	:30		\$300.00					
See MG 31.6														
	5	KOAT	10/25/18-10/25/18	5a A7N More In The AM	5-6a	-----Th-----	:30		\$300.00					
	Ⓜ MG for 31.2	10/26												
	6	KOAT	10/26/18-10/26/18	Live with Kelly & Ryan	9-10a	-----F-----	:30		\$300.00					
	Ⓜ MG for 31.3	10/24												
Totals													87	\$51,665.00

\*Tax 1 Note: New Mexico Tax Rate 7.875%.

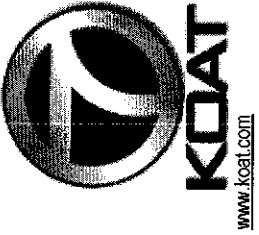
Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
10/01/18 - 10/28/18	72	\$40,740.00	(\$6,111.00)	\$34,629.00	\$2,727.03	\$37,356.03
10/29/18 - 10/29/18	15	\$10,925.00	(\$1,638.75)	\$9,286.25	\$731.29	\$10,017.54
<b>Totals</b>	87	\$51,665.00	(\$7,749.75)	\$43,915.25	\$3,458.32	\$47,373.57

(\* 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> 10/23/18 - 10/29/18	<u>Product</u> Candidate	<u>Estimate #</u> 194 M HEINRICH/SEN/30*
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/26/18 / 10/26/18

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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REP HEADLINE# 9292048 TRF# 1804531  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP OCT26/18 16.29  
\*\*CHANGES\*\* \*\*\* KOAT-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/M HEINRICH /D/SEN/NM  
AGY # \_\_\_\_\_ AGY. NAME LEFT HOOK COMMUNICATIONS  
2601 OCEAN PARK BLVD, SUITE# 324  
SANTA MONICA, CA 902919

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME SARAH BUFFONE  
SALES PRSN PH- MARY TRICOLI

ORDER # \_\_\_\_\_ CONTRACT # 9292048 CLASS: NATL. LOCAL REGIONAL

PRDCT M HEINRICH/SEN/30'S EST#194 COMMENTS: (LINE, ORDER, INVOICE) \_\_\_\_\_

FLIGHT DATES OCT23/18 OCT29/18 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT26/18 16.29

REP: M3 APPLIED - MKGD ON LN 40  
TOTAL IS \$51,665  
PLEASE CONFIRM  
THANKS EMILY

STA:

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

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

AGENCY ADVERTISER CODE = 15 AGENCY EST# = 194  
AGENCY PRODUCT CODE = 24

34	ES	900A-1000A	30			\$115.00	10/23	10/29	0		TU-F,M	0
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PROGRAM : LIVE WITH KELLY  
CON COM1: LIVE WITH KELLY

40	A	900A-1000A	30			\$150.00	10/23	10/29	3		TU-F,M	3
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PROGRAM : LIVE WITH KELLY  
ORD COM1: LINE WAS SENT DOWN WITH WRONG RATE. PLS ADVISE ASAP. WILL CREDIT \$10  
THIS IS A MAKE-GOOD FOR OCT23 ON LINE-34 FOR 4 SPOTS/WK

REP HEADLINE# 9292048 TRF# 1804531  
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REP: TEL# 610-293-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP OCT26/18 16.29  
\*\*CHANGES\*\* \*\*\* KOAT-TV \*\*\*

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

STATION MAKEGOOD OFFERS:

M3	OK'D	BUY#34	MISSED:TU-F,M/900A-1000A	OCT23(4/WK)	30S	\$115.00	(OCT26/18)
			OFFER:TU-F,M/900A-1000A	OCT23(3/WK)	30S	\$150.00	PLS ADVISE.
CMT:LINE WAS SENT DOWN WITH WRONG RATE. PLS ADVISE ASAP. WILL CREDIT \$10							

OCT/18 48665.00 NOV/18 \$3,000.00

CONTRACT TOTAL 51665.00  
TOTAL SPOTS 87

COMPETITIVE INFORMATION NOT YET AVAILABLE.

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# 9292048 TRF# 1804531  
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$

REP: TEL# 610-293-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM STATION OCT26/18 10.08  
\*\*\* KOAT-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/M HEINRICH /D/SEN/NM  
AGY # \_\_\_\_\_ AGY. NAME LEFT HOOK COMMUNICATIONS  
2601 OCEAN PARK BLVD, SUITE# 324  
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REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME SARAH BUFFONE  
SALES PRSN PH- MARY TRICOLI

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PRDCT M HEINRICH/SEN/30'S EST#194 COMMENTS: (LINE, ORDER, INVOICE) \_\_\_\_\_  
FLIGHT DATES OCT23/18 OCT29/18 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT26/18 10.08

STA:

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

STATION MAKEGOOD OFFERS:

M3 UNRESL BUY#34 MISSED:TU-F,M/900A-1000A OCT23(4/WK) 30S \$115.00 (OCT26/18)  
OFFER:TU-F,M/900A-1000A OCT23(3/WK) 30S \$150.00 PLS ADVISE.  
CMT:LINE WAS SENT DOWN WITH WRONG RATE. PLS ADVISE ASAP. WILL CREDIT \$10

CONTRACT TOTAL 51675.00  
TOTAL SPOTS 88