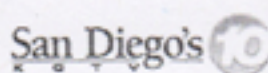


CONTRACT



KGTV
KGTV
 4600 Air Way
 San Diego, CA 92102
 (619)237-1010

www.10news.com

And:

Del Cielo Media
 10755 Scripps Poway Parkway, Suite 550
 San Diego, CA 92131

<u>Contract / Revision</u> 179227 /		<u>Alt Order #</u>
<u>Product</u> ORDR Carl DeMaio for Mayor		
<u>Contract Dates</u> 04/24/12 - 04/29/12		<u>Estimate #</u> 423429 4/24-4/29 Broac
<u>Advertiser</u> Mayor/Carl DeMaio for Mayor (R)		<u>Original Date / Revision</u> 04/23/12 / 04/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KGTV	<u>Account Executive</u> Tara Washburn	<u>Sales Office</u> EWS-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 63.20
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KGTV	04/24/12	04/29/12	6A-7A News	6A-7A		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-1111--				4	\$200.00	1.20			
N 2	KGTV	04/24/12	04/29/12	Good Morning America	7A-9A		:30				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-1111--				4	\$175.00	1.10			
N 3	KGTV	04/24/12	04/29/12	GMA SAT	Sat 7A-8A		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-----S-				1	\$150.00	1.10			
N 4	KGTV	04/24/12	04/29/12	ABC This Week	Sun 758A-9A		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-----S				1	\$400.00	0.50			
N 5	KGTV	04/24/12	04/29/12	5P-5:30P News/KGTV	M-F 5-5:30P		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-1111--				4	\$300.00	2.20			
N 6	KGTV	04/24/12	04/29/12	5:30-6P News/KGTV	M-F 5:30-6P		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-1111--				4	\$350.00	2.40			
N 7	KGTV	04/24/12	04/29/12	6P-630P News	6P-630P		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-1111--				4	\$350.00	2.40			
N 8	KGTV	04/24/12	04/29/12	7P-730P News	7P-730P		:30				NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-1-11--				3	\$375.00	2.40			
N 9	KGTV	04/24/12	04/29/12	Sa 5P-530P News/KGTV	5P-5:30P		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-----S-				1	\$200.00	1.90			
N 10	KGTV	04/24/12	04/29/12	M-Su 11P-1135P	11P-1135P		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-1111--				4	\$400.00	3.10			
N 11	KGTV	04/24/12	04/29/12	Sa 6P-630P	6P-630P		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/23/12	04/29/12	-----S				1	\$200.00				

(* 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. This station 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, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.