

CONTRACT



Midwest Television, Inc.
 7677 Engineer Road
 San Diego, CA 92111
 (858)571-8888

www.kfmb.com

And:

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

<u>Contract / Revision</u> 68434 /		<u>Alt Order #</u>
<u>Product</u> Carl DeMaio for Mayor		
<u>Contract Dates</u> 10/22/12 - 10/28/12		<u>Estimate #</u> C22C28
<u>Advertiser</u> DeMaio for Mayor		<u>Original Date / Revision</u> 08/08/12 / 08/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFMB	<u>Account Executive</u> Jan Gross	<u>Sales Office</u> Los Angeles
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 18+		
<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	Type	Spots	Amount
N 1	8	10/22/12	10/28/12	M-F 10-11a	10-11am	MTWTF--	:30	5	\$500.00	NM	5	\$2,500.00
N 2	8	10/22/12	10/28/12	Eff 8/22-News8@11am	11-1130am	MTWTF--	:30	5	\$300.00	NM	5	\$1,500.00
N 3	8	10/22/12	10/28/12	Dr. Phil 3-4p	M-F 3-4pm	MTWTF--	:30	5	\$350.00	NM	5	\$1,750.00
N 4	8	10/22/12	10/28/12	Anderson Cooper 4-5pm	4-5pm	MTWTF--	:30	5	\$300.00	NM	5	\$1,500.00
N 5	8	10/22/12	10/28/12	M-F 7-9A	7-9am	MTWTF--	:30	10	\$150.00	NM	10	\$1,500.00
N 6	8	10/22/12	10/28/12	CBS Sun Morn	7-830am	-----S	:30	1	\$600.00	NM	1	\$600.00
N 7	8	10/22/12	10/28/12	Face the Nation-Sunday	830a, 10a, 130p, 3p,	-----S	:30	1	\$500.00	NM	1	\$500.00
N 8	8	10/22/12	10/28/12	M-F 630-7p	6:30-7pm	MTWTF--	:30	5	\$600.00	NM	5	\$3,000.00
N 9	8	10/22/12	10/28/12	SA 5-6pm	Sat 5-6pm	-----S-	:30	1	\$600.00	NM	1	\$600.00
N 10	8	10/22/12	10/28/12	Sun 5-6pm News	Sun 5-6pm	-----S	:30	1	\$600.00	NM	1	\$600.00
N 11	8	10/22/12	10/28/12	Sun 630-7pm News	Sun 630-7pm	-----S	:30	1	\$600.00	NM	1	\$600.00
N 12	8	10/22/12	10/28/12	M-Sun 11-1135P	11-11:35pm	MTWTF--	:30	5	\$500.00	NM	5	\$2,500.00
N 13	8	10/22/12	10/28/12	M-F 7-730p	7-7:30pm	M---F--	:30	2	\$600.00	NM	2	\$1,200.00
N 14	8	10/22/12	10/28/12	Mon 10-11p	10-1100pm Hawai	M-----	:30	1	\$2,500.00	NM	1	\$2,500.00
N 15	8	10/22/12	10/28/12	Tues 9-10p	9-10p CSI: LA	-T-----	:30	1	\$2,500.00	NM	1	\$2,500.00
N 16	8	10/22/12	10/28/12	Wed 10-11p	10-11pm CSI: NY	--W----	:30	1	\$2,200.00	NM	1	\$2,200.00
N 17	8	10/22/12	10/28/12	Thurs 9-10p	9-10pm Person of I	---T---	:30	1	\$2,750.00	NM	1	\$2,750.00
N 18	8	10/22/12	10/28/12	Fri 8-9p	8-9pm CSI: NY	----F--	:30	1	\$1,000.00	NM	1	\$1,000.00
N 19	8	10/22/12	10/28/12	Sat 9-10p	9-10pm Crimetime	-----S-	:30	1	\$850.00	NM	1	\$850.00
N 20	8	10/22/12	10/28/12	Sun 7-8p	7-8pm 60 Minutes	-----S	:30	1	\$3,500.00	NM	1	\$3,500.00
N 21	8	10/22/12	10/28/12	9/30-12/9: Am Race 8-9pm	8-9pm	-----S	:30	1	\$4,500.00	NM	1	\$4,500.00
N 22	8	10/22/12	10/28/12	Sun 9-10pm	9-10pm Good Wife	-----S	:30	1	\$2,500.00	NM	1	\$2,500.00
N 23	8	10/22/12	10/26/12	M-F 9-10a	9-10am	MTWTF--	:30	5	\$200.00	NM	5	\$1,000.00
N 24	8	10/27/12	10/28/12	M-Sun 11-1135P	11-11:35pm	-----SS	:30	2	\$500.00	NM	2	\$1,000.00
N 25	8	10/22/12	10/28/12	M-F 7-730p	7-7:30pm	-TWT---	:30	3	\$600.00	NM	3	\$1,800.00

(* 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 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.

Nondiscrimination Policy: Station does not discriminate in advertising contracts on the basis of race or ethnicity and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser and Agency both represent and warrant that they are not purchasing time from the Station for the purpose of placing advertising that is intended to discriminate on the basis of race or ethnicity. Any provision in any agreement entered into with Advertiser or Agency whose intent is to discriminate in such manner shall be null and void.



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N 26	8	10/28/12	10/28/12	Regular Season Charger For TBA		-----S	:30	1	\$10,000.00	NM	1	\$10,000.00
Totals											67	\$54,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	67	\$54,450.00	\$46,282.50
Totals	67	\$54,450.00	\$46,282.50

Signature: _____ **Date:** _____

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