

CONTRACT



KNSD
225 Broadway
San Diego, CA 92101
(619) 231-3939

www.nbcsandiego.com

And:

WATERFRONT STRATEGIES
3050 K STREET
SUITE 100
WASHINGTON, DC 20007

| | | |
|--|--|--|
| <u>Contract / Revision</u> 426725 / | | <u>Alt Order #</u> WOC10081390 |
| <u>Product</u> Issue | | |
| <u>Contract Dates</u> 11/21/13 - 12/04/13 | <u>Estimate #</u> 2502 | |
| <u>Advertiser</u> LEAGUE OF CONSERVATION VOTERS | | <u>Original Date / Revision</u> 11/20/13 / 11/20/13 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KNSD | <u>Account Executive</u> Corey Lane | <u>Sales Office</u> Philadelphia NS |
| <u>Special Handling</u> | | |
| <u>Demographic</u> RA1849 | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 155 | <u>Product Code</u> 163 |
| <u>Agency Ref</u> 15978 | <u>Advertiser Ref</u> 02085 | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | KNSD | 11/21/13 | 12/04/13 | 6A-7A M-F NBC SD 6A NWS 6A-7A | | | :30 | | | NM | 4 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 2 | \$525.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 2 | \$525.00 | | | |
| N 2 | KNSD | 11/21/13 | 12/04/13 | 7A-9A TODAY SHOW | 7A-9A | | :30 | | | NM | 8 | \$4,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 4 | \$525.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 4 | \$525.00 | | | |
| N 3 | KNSD | 11/21/13 | 12/04/13 | 9A-10A TODAY SHOW 2 | 9A-10A | | :30 | | | NM | 4 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 2 | \$325.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 2 | \$325.00 | | | |
| N 4 | KNSD | 11/21/13 | 12/04/13 | 10A-11A TODAY SHOW 3 | 10A-11A | | :30 | | | NM | 4 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 2 | \$175.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 2 | \$175.00 | | | |
| N 5 | KNSD | 11/21/13 | 12/04/13 | M-F 1-2P ACCESS HLLYWD 1-2P | | | :30 | | | NM | 4 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 2 | \$175.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 2 | \$175.00 | | | |
| N 6 | KNSD | 11/21/13 | 12/04/13 | 4-5P SD NEWS NOW | 4-5P | | :30 | | | NM | 8 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 4 | \$550.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 4 | \$550.00 | | | |
| N 7 | KNSD | 11/21/13 | 12/04/13 | 5P-530P NBC SD NWS 5P | 5P-530P | | :30 | | | NM | 4 | \$3,000.00 |

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

FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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| <u>Contract Dates</u> 11/21/13 - 12/04/13 | | <u>Product</u> Issue |
| | | <u>Estimate #</u> 2502 |
| <u>Advertiser</u> LEAGUE OF CONSERVA* | | <u>Original Date / Revision</u> 11/20/13 / 11/20/13 |

| *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> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 2 | \$750.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 2 | \$750.00 | | | |
| N 8 | KNSD | 11/21/13 | 12/04/13 | M-F 530P-6P NBC NIGHTLY | 530P-6P | | :30 | | | NM | 4 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 2 | \$1,500.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 2 | \$1,500.00 | | | |
| N 9 | KNSD | 11/21/13 | 12/04/13 | 6-7P NBC7 NEWS AT 6P | 6P-656P | | :30 | | | NM | 4 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 2 | \$750.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 2 | \$750.00 | | | |
| N 10 | KNSD | 11/21/13 | 11/30/13 | 6-7P NBC7 NEWS AT 6P | 6-7P | | :30 | | | NM | 2 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | -----S- | | | | 1 | \$375.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | -----S- | | | | 1 | \$375.00 | | | |
| N 11 | KNSD | 11/21/13 | 12/01/13 | 530-6P SA/SU NIGHTLY NW | 530P-6P | | :30 | | | NM | 2 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | -----SS | | | | 1 | \$525.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | -----SS | | | | 1 | \$525.00 | | | |
| N 12 | KNSD | 11/21/13 | 12/01/13 | 6-7P NBC7 NEWS AT 6P | 6-7P | | :30 | | | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | -----S- | | | | 1 | \$350.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | -----S- | | | | 1 | \$350.00 | | | |
| N 13 | KNSD | 11/21/13 | 12/04/13 | 7-730P M-F WHEEL OF FRT | 7P-730P | | :30 | | | NM | 6 | \$4,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 3 | \$825.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 3 | \$825.00 | | | |
| N 14 | KNSD | 11/21/13 | 12/04/13 | 730-8P M-F JEOPARDY | 730P-8P | | :30 | | | NM | 6 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 3 | \$1,200.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 3 | \$1,200.00 | | | |
| N 15 | KNSD | 11/21/13 | 11/30/13 | 7-730P SA WHEEL OF FRT | 7P-730P | | :30 | | | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | -----S- | | | | 1 | \$400.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | -----S- | | | | 1 | \$400.00 | | | |
| N 16 | KNSD | 11/21/13 | 11/30/13 | 730-8P SA JEOPARDY | 730P-8P | | :30 | | | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | -----S- | | | | 1 | \$500.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | -----S- | | | | 1 | \$500.00 | | | |
| N 17 | KNSD | 11/28/13 | 12/02/13 | M 10-11P THE BLACKLIST | 10-11P | | :30 | | | NM | 1 | \$2,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/28/13 | 12/04/13 | M----- | | | | 1 | \$2,300.00 | | | |
| N 18 | KNSD | 11/21/13 | 11/26/13 | T 9-10P THE VOICE | 9-10P | | :30 | | | NM | 1 | \$4,500.00 |

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| | | <u>Estimate #</u> 2502 |
| <u>Advertiser</u> LEAGUE OF CONSERVA* | | <u>Original Date / Revision</u> 11/20/13 / 11/20/13 |

| *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> | | | |
| Week: | | 11/21/13 | 11/27/13 | -T----- | | | | 1 | \$4,500.00 | | | |
| N 19 | KNSD | 11/21/13 | 12/04/13 | 11P-1135P M-SU NBC SD N | 11P-1135P | | :30 | | | NM | 8 | \$6,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTFSS | | | | 4 | \$775.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTFSS | | | | 4 | \$775.00 | | | |
| N 20 | KNSD | 11/21/13 | 12/04/13 | 1135P-1235A TONIGHT SHC | 1135P-1235A | | :30 | | | NM | 4 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | MTWTF-- | | | | 2 | \$350.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | MTWTF-- | | | | 2 | \$350.00 | | | |
| N 21 | KNSD | 11/28/13 | 11/30/13 | 1130P-103A SNL | 1130P-103A | | :30 | | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/25/13 | 12/01/13 | ----S- | | | | 1 | \$1,200.00 | | | |
| N 22 | KNSD | 11/21/13 | 12/01/13 | 513P-830P NBC SNF | 513-830P | | :30 | | | NM | 2 | \$16,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/21/13 | 11/27/13 | -----S | | | | 1 | \$8,000.00 | | | |
| Week: | | 11/28/13 | 12/04/13 | -----S | | | | 1 | \$8,000.00 | | | |
| Totals | | | | | | | | | | | 83 | \$73,450.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/28/13 - 11/24/13 | 17 | \$17,650.00 | \$15,002.50 |
| 11/25/13 - 12/04/13 | 66 | \$55,800.00 | \$47,430.00 |
| Totals | 83 | \$73,450.00 | \$62,432.50 |

Signature: _____ **Date:** _____

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