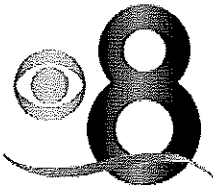


CONTRACT



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

www.kfmb.com

And:

Cerasoli Stafford c/o Z Zone
 731 South Coast Highway 101 Suite 2F
 Solana Beach, CA 92075

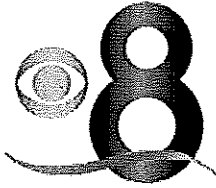
<u>Contract / Revision</u> 78893 /		<u>Alt Order #</u>
<u>Product</u> Special Election		
<u>Contract Dates</u> 01/06/14 - 02/10/14		<u>Estimate #</u> 2000
<u>Advertiser</u> Faulconer for Mayor		<u>Original Date / Revision</u> 12/20/13 / 12/20/13
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<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	Rtn	Type	Spots	Amount
N 1	8	01/13/14	01/26/14	5-6am News	5-6a	MTWTF--	:30	2	\$85.00	0.00	NM	4	\$340.00
N 2	8	01/13/14	01/26/14	M-F 6-7a	6-7am	MTWTF--	:30	3	\$175.00	0.00	NM	6	\$1,050.00
N 3	8	01/13/14	01/26/14	M-F 7-9A	7-9am	MTWTF--	:30	2	\$175.00	0.00	NM	4	\$700.00
N 4	8	01/13/14	01/26/14	Dr. Phil 3-4p	M-F 3-4pm	MTWTF--	:30	2	\$300.00	0.00	NM	4	\$1,200.00
N 5	8	01/13/14	01/26/14	M-F 5-6pm News/1 Hour	5-6p	MTWTF--	:30	2	\$500.00	0.00	NM	4	\$2,000.00
N 6	8	01/13/14	01/26/14	M-F 630-7p	6:30-7pm	MTWTF--	:30	3	\$600.00	0.00	NM	6	\$3,600.00
N 7	8	01/13/14	01/26/14	M-F 7-730p	7-7:30pm	MTWTF--	:30	2	\$350.00	0.00	NM	4	\$1,400.00
N 8	8	01/13/14	01/26/14	M-Sun 11-1135P	11-11:35pm		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/14	01/19/14	MTWTFSS				3	\$500.00	0.00			
Week:		01/20/14	01/26/14	MTWTFSS				2	\$500.00	0.00			
N 9	8	01/14/14	01/14/14	Tues Prime	8-9pm	--T-----	:30	1	\$3,500.00	0.00	NM	1	\$3,500.00
N 10	8	01/22/14	01/22/14	Wed Prime	10-11pm	---W----	:30	1	\$1,750.00	0.00	NM	1	\$1,750.00
N 11	8	01/16/14	01/16/14	Thurs Prime	10-11pm	----T---	:30	1	\$2,500.00	0.00	NM	1	\$2,500.00
N 12	8	01/11/14	01/11/14	Sat 630-7p	Sat 630-7pm	-----S-	:30	1	\$340.00	0.00	NM	1	\$340.00
N 13	8	01/11/14	01/26/14	NCAA Reg Season Basketba	9a-330p		:30				NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/06/14	01/12/14	-----SS				2	\$550.00	0.00			
Week:		01/13/14	01/19/14	-----SS				2	\$550.00	0.00			
Week:		01/20/14	01/26/14	-----SS				2	\$550.00	0.00			
N 14	8	01/06/14	01/26/14	CBS Sun Morn	7-830am		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/06/14	01/12/14	-----S				1	\$500.00	0.00			
Week:		01/13/14	01/19/14	-----				0	\$0.00	0.00			
Week:		01/20/14	01/26/14	-----S				1	\$500.00	0.00			
N 15	8	01/19/14	01/19/14	Face the Nation-Sunday	8-9a	-----S	:30	1	\$260.00	0.00	NM	1	\$260.00
N 16	8	01/06/14	01/26/14	NFL Today	Various/See Schec		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/06/14	01/12/14	-----S				1	\$750.00	0.00			

(* 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.



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

www.kfmb.com

<u>Contract / Revision</u> 78893 /	<u>Alt Order #</u>
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<u>Contract Dates</u> 01/06/14 - 02/10/14	<u>Product</u> Special Election	<u>Estimate #</u> 2000
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<u>Advertiser</u> Faulconer for Mayor	<u>Original Date / Revision</u> 12/20/13 / 12/20/13
--	--

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/14	01/19/14	-----				0	\$0.00	0.00			
Week:		01/20/14	01/26/14	-----S				1	\$750.00	0.00			
N 17	8	01/19/14	01/19/14	Sun 5-6pm News	Sun 5-6pm	-----S	:30	1	\$500.00	0.00	NM	1	\$500.00
N 18	8	01/06/14	01/26/14	Sun 630-7pm News	Sun 630-7pm		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/06/14	01/12/14	-----S				1	\$650.00	0.00			
Week:		01/13/14	01/19/14	-----				0	\$0.00	0.00			
Week:		01/20/14	01/26/14	-----S				1	\$650.00	0.00			
N 19	8	01/12/14	01/12/14	Sun Prime	7-8pm	-----S	:30	1	\$4,000.00	0.00	NM	1	\$4,000.00
N 20	8	01/26/14	01/26/14	1/26: Grammy Awards	8-1130pm	-----S	:30	1	\$12,500.00	0.00	NM	1	\$12,500.00
N 21	8	01/08/14	01/10/14	5-6am News	5-6a	--WTF--	:30	2	\$85.00	0.00	NM	2	\$170.00
N 22	8	01/08/14	01/10/14	M-F 6-7a	6-7am	--WTF--	:30	3	\$175.00	0.00	NM	3	\$525.00
N 23	8	01/08/14	01/10/14	M-F 7-9A	7-9am	--WTF--	:30	2	\$175.00	0.00	NM	2	\$350.00
N 24	8	01/08/14	01/10/14	Dr. Phil 3-4p	M-F 3-4pm	--WTF--	:30	2	\$300.00	0.00	NM	2	\$600.00
N 25	8	01/08/14	01/10/14	M-F 5-6pm News/1 Hour	5-6p	--WTF--	:30	2	\$500.00	0.00	NM	2	\$1,000.00
N 26	8	01/08/14	01/10/14	CBS Evening News M-Su 6-66-630p		--W-F--	:30	1	\$1,500.00	0.00	NM	1	\$1,500.00
N 27	8	01/08/14	01/10/14	M-F 630-7p	6:30-7pm	--WTF--	:30	2	\$600.00	0.00	NM	2	\$1,200.00
N 28	8	01/08/14	01/10/14	M-F 7-730p	7-7:30pm	--WTF--	:30	2	\$350.00	0.00	NM	2	\$700.00
N 29	8	01/08/14	01/10/14	M-F 1135p-1237x	11:35pm-1237xm	--WTF--	:30	1	\$150.00	0.00	NM	1	\$150.00
N 30	8	01/08/14	01/12/14	M-Sun 11-1135P	11-11:35pm	--WTFSS	:30	3	\$500.00	0.00	NM	3	\$1,500.00
Totals										0.00		77	\$52,935.00

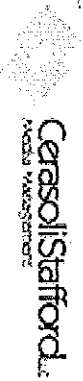
Time Period	# of Spots	Gross Amount	Net Amount
12/30/13 - 01/26/14	77	\$52,935.00	\$44,994.75
Totals	77	\$52,935.00	\$44,994.75

Signature: _____ Date: _____

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

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ORDER CONFIRMATION

78893

Revision #: Date: 12/19/2013

Client: Kevin Faulconer for Mayor

Estimate: 2000

Owner: MIDWEST TELEVISION
Vendor: KFMB-TV

Send Billing To: CerasoliStafford c/o Z ZONE

Media: TV Description: Kevin Faulconer for Mayor TV & Cable

7677 Engineer Rd.

731 So. Highway 101

Product: Special Election Flight Start Date: 1/6/2014 05:00 AM

San Diego, CA 92111

Suite 2F

Market: San Diego Flight End Date: 2/10/2014 04:59 AM

Contact: Adam Weyne

Solana Beach, CA 92075

Primary Demo: Adults 35+

E-Mail:

Phone: 858-259-2200

Separation between spots: 30 Buyer: Shelly Gray

Phone: 858-495-9332

Fax: 858-434-0406

Fax: 858-569-4203

Affiliation: CBS-8

Estimate Comments: Schedule starts 1/8/14

Daypart Program	STN Gross	STN Net	Dur	Wks	1/6	1/13	1/20	Total Spots	Adults 35+ Rtg
-----------------	-----------	---------	-----	-----	-----	------	------	-------------	----------------

KFMB-TV
 MTuWThF 5:00a-6:00a \$85.00 \$72.25 30 0 2 2 2 4 0.5
 CBS NEWS 8 @5A<
 Feb-2013L3

MTuWThF 6:00a-7:00a \$175.00 \$148.75 30 0 3 3 3 6 0.9
 CBS NEWS 8 @6A<
 Feb-2013L3

MTuWThF 7:00a-9:00a \$175.00 \$148.75 30 0 2 2 2 4 1.1
 CBS THS MRNG-2<
 Feb-2013L3

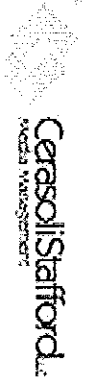
MTuWThF 3:00p-4:00p \$300.00 \$255.00 30 0 2 2 2 4 1.8
 DR. PHIL
 Feb-2013L3

MTuWThF 5:00p-6:00p \$500.00 \$425.00 30 0 2 2 2 4 3.2
 NEWS 8 AT 5PM
 Feb-2013L3

MTuWThF 6:30p-7:00p \$600.00 \$510.00 30 0 3 3 3 6 4.1
 NEWS 8 AT 630P<
 Feb-2013L3

MTuWThF 7:00p-7:30p \$350.00 \$297.50 30 0 2 2 2 4 2.3
 ENT TONIGHT 30
 Feb-2013L3

MTuWThFSaSu 11:00p-11:30p \$500.00 \$425.00 30 0 3 3 2 5 2.7
 NEWS 8 AT 11PM
 Feb-2013L3



ORDER CONFIRMATION

Revision #: Date: 12/19/2013

Client: Kevin Faulconer for Mayor

Estimate: 2000

Owner: MIDWEST TELEVISION
Vendor: KFMB-TV

Send Billing To: CerasoniStafford c/o Z ZONE

Media: TV Description: Kevin Faulconer for Mayor TV & Cable

7677 Engineer Rd.

731 So. Highway 101

Product: Special Election Flight Start Date: 1/6/2014 05:00 AM

Market: San Diego Flight End Date: 2/10/2014 04:59 AM

San Diego, CA 92111

Primary Demo: Adults 35+

Contact: Adam Weyne

Solana Beach, CA 92075

Separation between spots: 30 Buyer: Shelly Gray

E-Mail: Phone: 858-495-9332

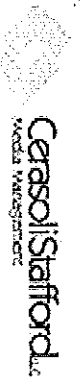
Phone: 858-259-2200

Fax: 858-569-4203

Affiliation: CBS-8

Estimate Comments: Schedule starts 1/8/14

Daypart Program	STN Gross	STN Net	Dur	Wks	1/6	1/13	1/20	Total Spots	Adults 35+ Rtg
KFMB-TV									
Tu 8:00p- 9:00p	\$3,500.00	\$2,975.00	30	0	1	0	0	1	9.9
NCIS-CBS									
Feb-2013L3									
W 10:00p-11:00p	\$1,750.00	\$1,487.50	30	0	0	1	1	1	6.9
CSI-CBS									
Feb-2013L3									
Th 10:00p-11:00p	\$2,500.00	\$2,125.00	30	0	1	0	0	1	8.2
ELEMENTARY-CBS									
Feb-2013L3									
Sa 6:30p- 7:00p	\$340.00	\$289.00	30	1	0	0	0	1	4.3
NEWS 8 AT 630P									
Feb-2013L3									
SaSu 9:00a- 3:30p	\$550.00	\$467.50	30	2	2	2	2	6	1.7
NCAA BASKETBALL REG SEASON									
Feb-2013L3									
Su 7:00a- 8:30a	\$500.00	\$425.00	30	1	0	1	1	2	4.1
SUNDAY MFRN-CBS									
Feb-2013L3									
Su 8:00a- 9:00a	\$260.00	\$221.00	30	0	1	0	0	1	3.4
SUNDAY MFRN-CBS/FACE NATN-CBS									
Feb-2013L3									
Su 1:00p- 2:00p	\$750.00	\$637.50	30	1	0	1	1	2	6.0
NFL TODAY -DIVISIONAL									
SP EST									
Su 5:00p- 6:00p	\$500.00	\$425.00	30	0	1	0	0	1	4.9



ORDER CONFIRMATION

Revision #: Date: 12/19/2013

Client: Kevin Faulconer for Mayor

Media: TV

Product: Special Election

Market: San Diego

Primary Demo: Adults 35+

Separation between spots: 30

Estimate: 2000

Description: Kevin Faulconer for Mayor TV & Cable

Flight Start Date: 1/6/2014

Flight End Date: 2/10/2014

Owner: MIDWEST TELEVISION

Vendor: KFMB-TV

7677 Engineer Rd.

San Diego, CA 92111

Contact: Adam Weyne

E-Mail:

Phone: 858-495-9332

Fax: 858-569-4203

Send Billing To: CerasoliStafford c/o Z ZONE

731 So. Highway 101

Suite 2F

Solana Beach, CA 92075

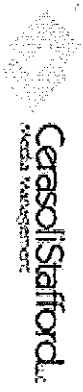
Phone: 858-259-2200

Fax: 858-434-0406

Affiliation: CBS-8

Estimate Comments: Schedule starts 1/8/14

Daypart Program	STN Gross	STN Net	Dur	Wks 1/6	1/13	1/20	Total Spots	Adults 35+ Rtg
KFMB-TV								
NEWS 8 AT 5PM								
Feb-2013L3								
Su 6:30p-7:00p	\$650.00	\$552.50	30	1	0	1	2	6.7
NEWS 8 AT 630P								
Feb-2013L3								
Su 7:00p-8:00p	\$4,000.00	\$3,400.00	30	1	0	0	1	12.9
60 MINUTES-CBS								
Feb-2013L3								
Su 8:00p-11:30p	\$12,500.00	\$10,625.00	30	0	0	1	1	22.2
GRAMMY AWARDS								
SP EST								
WTHF 5:00a-6:00a	\$85.00	\$72.25	30	2	0	0	2	0.5
AVG. ALL WKS<								
Feb-2013L3								
WTHF 6:00a-7:00a	\$175.00	\$148.75	30	3	0	0	3	0.9
AVG. ALL WKS<								
Feb-2013L3								
WTHF 7:00a-9:00a	\$175.00	\$148.75	30	2	0	0	2	1.1
CBS THS MRNG-2<								
Feb-2013L3								
WTHF 3:00p-4:00p	\$300.00	\$255.00	30	2	0	0	2	1.8
DR. PHIL								
Feb-2013L3								
WTHF 5:00p-6:00p	\$500.00	\$425.00	30	2	0	0	2	3.2
NEWS 8 AT 5PM								



ORDER CONFIRMATION

Revision #: Date: 12/19/2013

Owner: MIDWEST TELEVISION

Vendor: KFMB-TV

7677 Engineer Rd.

Send Billing To: CerasoliStafford c/o Z ZONE

731 So. Highway 101

Suite 2F

Solana Beach, CA 92075

Phone: 858-259-2200

Fax: 858-434-0406

Estimate: 2000

Description: Kevin Faulconer for Mayor TV & Cable

Flight Start Date: 1/6/2014 05:00 AM

Flight End Date: 2/10/2014 04:59 AM

Buyer: Shelly Gray

Contact: Adam Weyne

E-Mail:

Phone: 858-495-9332

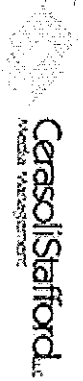
Fax: 858-569-4203

Affiliation: CBS-8

Estimate Comments: Schedule starts 1/8/14

Daypart Program	STN Gross	STN Net	Dur	Wks	1/8	1/13	1/20	Total Spots	Adults 35+ Rtg
KFMB-TV									
Feb-2013L3									
WTHF 6:00p-6:30p	\$1,500.00	\$1,275.00	30	1	0	0	0	1	4.9
CBS EVE NWS									
Feb-2013L3									
WTHF 6:30p-7:00p	\$600.00	\$510.00	30	2	0	0	0	2	4.1
NEWS 8 AT 630P									
Feb-2013L3									
WTHF 7:00p-7:30p	\$350.00	\$297.50	30	2	0	0	0	2	2.3
ENT TONIGHT 30									
Feb-2013L3									
WTHF 11:30p-12:30a	\$150.00	\$127.50	30	1	0	0	0	1	1.1
D LETTRMAN-CBS									
Feb-2013L3									
WTHFSaSu 11:00p-11:30p	\$500.00	\$425.00	30	3	0	0	0	3	2.7
NEWS 8 AT 11PM									
Feb-2013L3									

Total Spots: 27 25 25
 Total GRP/GIMP(Mil): 80.2 70.7 87.5
 Total Wks Cost(STN Gross): \$15,035.00
 \$14,505.00
 Total Cost: \$52,935.00 \$44,994.75 \$23,395.00



ORDER CONFIRMATION

Revision #: Date: 12/19/2013

Client: Kevin Faulconer for Mayor

Media: TV

Product: Special Election

Market: San Diego

Primary Demo: Adults 35+

Separation between spots: 30

Estimate: 2000

Description: Kevin Faulconer for Mayor TV & Cable

Flight Start Date: 1/6/2014 05:00 AM

Flight End Date: 2/10/2014 04:59 AM

Buyer: Shelly Gray

Owner: MIDWEST TELEVISION
Vendor: KFMB-TV
7677 Engineer Rd.

Send Billing To: CerasoniStafford c/o Z ZONE

731 So. Highway 101

Suite 2F

Solana Beach, CA 92075

Contact: Adam Weyne

E-Mail:

Phone: 858-495-9332

Fax: 858-569-4203

Phone: 858-259-2200

Fax: 858-434-0406

Affiliation: CBS-8

Estimate Comments: Schedule starts 1/8/14

Daypart Program	STN Gross	STN Net	Dur	Wks	1/6	1/13	1/20	Total Spots	Adults 35+ Rtg
-----------------	-----------	---------	-----	-----	-----	------	------	-------------	----------------

Station Monthly Summary

JAN 14	\$52,935.00	\$44,994.75						77	
Total Cost:	\$52,935.00	\$44,994.75						77	

Disclaimer: ALL MAKEGOODS MUST BE PRE-APPROVED IN ADVANCE OF AIRING FOR PAYMENT. Minimum 30-minute separation mandatory for payment. Please reference Zzone estimate number on all correspondence. ELECTRONIC BILLING IS REQUESTED FOR ALL ORDERS.

Signature: 
Please sign & return

KFMB-TV - TRAFFIC MGR.

12/19/13



Political Inquiry Form

Account Executive: _____ Date: 12-20-13
 Name of Candidate: Kevin FAULCONER
 Political Affiliation: Rep.
 Election Date: 2-11-14 Type of Election: Special Election
 City, Station, Municipality: _____
 Office Sought: MAYOR

Inquiry made by: Shelley GRAY
 Agency/Organization: CERASOLI STAFFORD
 Address: 731 SO Coast Hwy 101 Suite 2F
SOLANA BEACH CA 92075
 Telephone: _____ Fax: _____ E-mail: _____

Sponsoring Group/ Committee: _____
 Address: _____
 Telephone: _____ Fax: _____ E-mail: _____

Committee Members/ Chairperson: _____
 Treasurer: _____ Other: _____
 Commercial Length: :30 _____ :60 _____ Other: _____

Programs/ Dayparts Requested: _____
 Station Offer: _____

Station Political Disclosure Statement:
 Submitted to: _____ Date: _____
 Stations Requested: _____