



**Telemundo3 KESE35/KEYC-DT 9.4 (KESE)**  
**1965 S 4th Ave**  
**Yuma, AZ 85364**  
**(928)539-9990**

# CONTRACT

<u>Contract / Revision</u> 509971 /		<u>Alt Order #</u> 01507227
<u>Advertiser</u> Mike Bloomberg 2020, Inc.		<u>Original Date / Revision</u> 02/21/20 / 02/21/20
<u>Contract Dates</u> 02/24/20 - 03/29/20	<u>Estimate #</u> 0133	
<u>Product</u> MBLM/MBLM/0133		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KESE	<u>Account Executive</u> WILL HILDEBRANDT	<u>Sales Office</u> Millennium-Was
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> MBLM	<u>Product 1/2</u> MBLM
<u>Agency Ref</u> 119868		<u>Advertiser Ref</u> 123627

And:

**Assembly Media**  
**711 3rd Ave**  
**3rd Floor**  
**New York, NY 10017**

**PAID**  
 ACH 2/18/21

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KESE	02/24/20	02/28/20	Un Nuevo Dia	6-930A		:30			NM	5	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				5	\$5.00			
N 2	KESE	02/24/20	02/28/20	Lo Mejor de Caso Cerrado	1-2p		:30			NM	5	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				5	\$15.00			
N 4	KESE	02/24/20	02/28/20	Al Rojo Vivo Con Maria Celes	3-4p		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				5	\$50.00			
N 5	KESE	02/24/20	02/28/20	Suelta la Sopa	4-5P		:30			NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				5	\$25.00			
N 6	KESE	02/24/20	02/28/20	KESE TV Noticias 5P	M-F 5-530P		:30			NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				3	\$35.00			
N 8	KESE	02/24/20	02/28/20	Exatlon Estado Unidos	6-8p		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				2	\$75.00			
N 11	KESE	02/24/20	02/28/20	KESE TV Noticias	10P-1035P		:30			NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				3	\$35.00			
N 12	KESE	02/24/20	02/28/20	Titulares y Mas	1035-11P		:30			NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				5	\$20.00			
N 13	KESE	02/24/20	02/28/20	La Dona	11p-12a		:30			NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				5	\$20.00			
N 14	KESE	02/24/20	02/28/20	Operacion Pacifico	12-1a		:30			NM	5	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/20	03/01/20	MTWTF--				5	\$15.00			
N 15	KESE	03/02/20	03/03/20	Un Nuevo Dia	6-930A		:30			NM	2	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				2	\$5.00			

(\* 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 other correspondence when such conditions conflict with the above terms and conditions. Two week advance cancellation notice is required in writing. Parent Company, News-Press & Gazette prohibits any form of legally proscribed discrimination in both advertising contracts and advertising sales generally.





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<u>Contract / Revision</u>		<u>Alt Order #</u>
509971 /		01507227
<u>Advertiser</u>		<u>Original Date / Revision</u>
Mike Bloomberg 2020, Inc.		02/21/20 / 02/21/20
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
02/24/20 - 03/29/20	MBLM/MBLM/0133	0133

*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>			
N 16	KESE	03/02/20	03/03/20	5A-5A ROS	5A-5A		:30			NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				2	\$15.00			
N 17	KESE	03/02/20	03/03/20	Suelta la Sopa	2-3p		:30			NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				2	\$20.00			
D 18	KESE	03/02/20	03/03/20	Al Rojo Vivo Con Maria Celes	3-4p		:30			NM	0	\$0.00
N 19	KESE	03/02/20	03/03/20	Suelta la Sopa	4-5P		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				2	\$25.00			
N 20	KESE	03/02/20	03/03/20	KESE TV Noticias 5P	M-F 5-530P		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				1	\$35.00			
N 21	KESE	03/02/20	03/03/20	Noticiero Telemundo	530-6P		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				1	\$35.00			
N 22	KESE	03/02/20	03/03/20	Exatlon Estado Unidos	6-8p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				1	\$75.00			
N 23	KESE	03/02/20	03/03/20	La Dona	8-9p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				2	\$100.00			
N 25	KESE	03/02/20	03/03/20	M-SU Late News	M-SU 10-1035P		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				1	\$35.00			
N 26	KESE	03/02/20	03/03/20	Titulares y Mas	1035-11P		:30			NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				2	\$20.00			
N 27	KESE	03/02/20	03/03/20	La Dona	11p-12a		:30			NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				2	\$20.00			
N 28	KESE	03/02/20	03/03/20	Operacion Pacifico	12-1a		:30			NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/02/20	03/08/20	MT-----				2	\$15.00			
N 29	KESE	02/23/20	03/01/20	El Secreto De Selena	9-10p		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S				1	\$40.00			
Week:		02/24/20	03/01/20	-----S				1	\$40.00			
N 30	KESE	02/23/20	03/01/20	Titulares Telemundo	10-1030P		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S				1	\$25.00			
Week:		02/24/20	03/01/20	-----S				1	\$25.00			
N 31	KESE	02/23/20	03/01/20	Cine	11p-1230x		:30			NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S				1	\$20.00			
Week:		02/24/20	03/01/20	-----S				1	\$20.00			
Totals											69	\$1,900.00

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02/24/20 - 03/29/20	MBLM/MBLM/0133	0133

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/27/20 - 02/23/20	3	\$85.00	(\$12.75)	\$72.25
02/24/20 - 03/03/20	66	\$1,815.00	(\$272.25)	\$1,542.75
<b>Totals</b>	<b>69</b>	<b>\$1,900.00</b>	<b>(\$285.00)</b>	<b>\$1,615.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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