



**WHO**  
**1801 Grand Ave**  
**Des Moines, IA 50309**  
**(515) 242-3500**

# CONTRACT

<u>Contract / Revision</u> 134793 /		<u>Alt Order #</u> 07764449
<u>Product</u> ACLU 5/18		
<u>Contract Dates</u> 05/19/15 - 05/25/15		<u>Estimate #</u> 4115
<u>Advertiser</u> ACLU		<u>Original Date / Revision</u> 05/18/15 / 05/18/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHO	<u>Account Executive</u> Cheryl Long	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 14573	<u>Advertiser Code</u> 276	<u>Product Code</u> 293
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Waterfront Strategies**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	05/19/15	05/25/15	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	3	\$2,835.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/19/15	05/25/15	MTWTF--				3	\$945.00	0.00			
N 2	13	05/19/15	05/25/15	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	2	\$2,430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/19/15	05/25/15	MTWTF--				2	\$1,215.00	0.00			
N 3	13	05/24/15	05/24/15	Su 10a-11a	10:00 AM-11:00 AM		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/18/15	05/24/15	-----1				1	\$650.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	13	05/18/15-05/24/15	Su 10a-11a	10:00 AM-11:00 AM	-----Su	:30		<del>\$650.00</del>	0.00	NM		
	See MG 3.2,3.3												
	2	13	05/19/15-05/25/15	Today In Iowa	530a-6a	MTuWThF----	:30		\$615.00	0.00	NM		
	(H) MG for 3.1 05/24												
	3	13	05/19/15-05/25/15	Queen Latifah	2p-3p	MTuWThF----	:30		\$35.00	0.00	NM		
	(H) MG for 3.1 05/24												
<b>Totals</b>										0.00		7	\$5,915.00

Time Period	# of Spots	Gross Amount	Net Amount
04/27/15 - 05/25/15	7	\$5,915.00	\$5,027.75
<b>Totals</b>	7	\$5,915.00	\$5,027.75

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

(\* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.