

CONTRACT

KPLR-TV
2250 Ball Dr
St Louis, MO 63146
(314) 213-2222

And:

Strategic Media Services, Inc.
1911 North Ft Myer Dr
Suite 400
Arlington, VA 22209

COPY

<u>Contract / Revision</u> 405117 /		<u>Alt Order #</u> 08436228
<u>Product</u> BABCOCK 4 STATE REP		
<u>Contract Dates</u> 11/03/16 - 11/08/16		<u>Estimate #</u>
<u>Advertiser</u> Babcock-HRO/R/St Rep/IL		<u>Original Date / Revision</u> 11/03/16 / 11/03/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KPLR-TV	<u>Account Executive</u> Teresa DiFuria	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 12521	<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	11	11/05/16	11/05/16	Sa 7p-8p	7:30 PM-8:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$350.00	0.00			
N 2	11	11/05/16	11/05/16	Sa Non-Net Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$275.00	0.00			
N 3	11	11/05/16	11/05/16	Sa Non-Net Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$275.00	0.00			
N 4	11	11/05/16	11/05/16	Sa 10p-11p	10:00 PM-11:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$350.00	0.00			
N 5	11	11/05/16	11/05/16	Sa 11p-12a	11:00 PM-12:00 AM		:30				NM	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:		10/31/16	11/06/16	-----1-				1	\$300.00	0.00			
N 6	11	11/06/16	11/06/16	Su 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$1,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$1,475.00	0.00			
N 7	11	11/06/16	11/06/16	Su 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$450.00	0.00			
N 8	11	11/06/16	11/06/16	Su 7p-8p	7:30 PM-8:00 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$450.00	0.00			
N 9	11	11/06/16	11/06/16	Su Non-Net Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$275.00	0.00			
N 10	11	11/06/16	11/06/16	Su Non-Net Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$275.00	0.00			
N 11	11	11/06/16	11/06/16	Su 10p-1030p	10:00 PM-10:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$350.00	0.00			
N 12	11	11/06/16	11/06/16	Su 1030p-11p	10:30 PM-11:00 PM		:30				NM	1	\$375.00

(* 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. 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.



KPLR-TV
2250 Ball Dr
St Louis, MO 63146
(314) 213-2222

<u>Contract / Revision</u>	<u>Alt Order #</u>
405117 /	08436228

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/03/16 - 11/08/16	BABCOCK 4 STATE RE	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Babcock-HRO/R/St Rep/II	11/03/16 / 11/03/16

*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:		10/31/16	11/06/16	-----1				1	\$375.00	0.00			
N 13	11	11/07/16	11/07/16	News 11 @ Noon	12:00 PM-12:30 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$225.00	0.00			
N 14	11	11/07/16	11/07/16	News 11 @ 4p	4:00 PM-4:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$350.00	0.00			
N 15	11	11/07/16	11/07/16	News 11 @ 4p	4:30 PM-5:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$350.00	0.00			
N 16	11	11/07/16	11/07/16	M-F 11p-1130p	11:00 PM-11:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$450.00	0.00			
N 17	11	11/07/16	11/07/16	M-F 1130p-12a	11:30 PM-12:00 AM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$375.00	0.00			
Totals										0.00		17	\$6,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/31/16 - 11/07/16	17	\$6,950.00	\$5,907.50
Totals	17	\$6,950.00	\$5,907.50

Signature: _____ **Date:** _____

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TELEREP, INC..
KPLR-TV, ST. LOUIS
*** ORIGINAL REV#0 ***

CONTRACT WORKSHEET
8436228

HARRIS SL104 PAGE 1
RUN ON NOV3/16 AT 17:48
FROM STATION

MICHELLE IRVIN
STRATEGIC MEDIA SERVICES
1911 NORTH FT. MYER DRIVE #400
ARLINGTON, VA 22209

POLI/MBABCOCK-HRO/R/STR/IL TYPE O
BABCOCK 4 STATE REP CTG POLC
NOV3/16 - NOV8/16
TERESA DIFURIA 1WKS

REP: NEW ORDER FOR MICHAEL BABCOCK FOR STATE REP

TOTAL 6950
PLS CFM THANKS
ALLIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ELECTRONIC INVOICING IS PREFERRED
FOR TV AND RADIO INVOICES - IDB# 9912521
FOR MARKETRON: E1141074

MICHAEL BABCOCK FOR STATE REP

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
1	SAT	730P-800P	30	NOV05		1	\$350.00	1	\$350.00
PROGRAM : NEWS									
2	SAT	800P-900P	30	NOV05		1	\$275.00	1	\$275.00
PROGRAM : RIZZOLI AND ISLES									
3	SAT	900P-1000P	30	NOV05		1	\$275.00	1	\$275.00
PROGRAM : ELEMENTARY									
4	SAT	1000P-1100P	30	NOV05		1	\$350.00	1	\$350.00
PROGRAM : BONES									
5	SAT	1100P-1200M	30	NOV05		1	\$300.00	1	\$300.00
PROGRAM : MAJOR CRIMES									
6	SUN	630P-700P	30	NOV06		1	\$1,475.00	1	\$1,475.00
PROGRAM : BIG BANG									
7	SUN	700P-730P	30	NOV06		1	\$450.00	1	\$450.00
PROGRAM : NEWS									
8	SUN	730P-800P	30	NOV06		1	\$450.00	1	\$450.00
PROGRAM : NEWS									

COPY

TELEREP, INC.
 KEPLR-TV, ST. LOUIS
 *** ORIGINAL REV#0 ***

CONTRACT WORKSHEET
 8436228

HARRIS SL104 PAGE 2
 RUN ON NOV3/16 AT 17:48
 FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
9 SUN		800P-900P	30	NOV06		1	\$275.00	1	\$275.00
PROGRAM : PERSON OF INTEREST									
10 SUN		900P-1000P	30	NOV06		1	\$275.00	1	\$275.00
PROGRAM : PERSON OF INTEREST									
11 SUN		1000P-1030P	30	NOV06		1	\$350.00	1	\$350.00
PROGRAM : TWO & A HALF MEN									
12 SUN		1030P-1100P	30	NOV06		1	\$375.00	1	\$375.00
PROGRAM : TWO & A HALF MEN									
13 MON		1200N-1230P	30	NOV07		1	\$225.00	1	\$225.00
PROGRAM : NEWS									
14 MON		400P-430P	30	NOV07		1	\$350.00	1	\$350.00
PROGRAM : NEWS									
15 MON		430P-500P	30	NOV07		1	\$350.00	1	\$350.00
PROGRAM : NEWS									
16 MON		1100P-1130P	30	NOV07		1	\$450.00	1	\$450.00
PROGRAM : KING OF QUEENS									
17 MON		1130P-1200M	30	NOV07		1	\$375.00	1	\$375.00
PROGRAM : RULES OF ENGAGEMENT									
NOV/16		\$6,950.00							
CONTRACT TOTAL \$6,950.00									
TOTAL SPOTS 17									

MARKET TOTALS \$6,950 KEPLR 100% KDNL 0% KMOV 0% KSDK 0% KTVI 0% WFXS 0% WRBU 0%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE