



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

# CONTRACT

COPY

<u>Contract / Revision</u> 396355 /		<u>Alt Order #</u> 08416067
<u>Product</u> PARSON 4 LT GOV		
<u>Contract Dates</u> 10/26/16 - 11/01/16		<u>Estimate #</u> 2139
<u>Advertiser</u> Parson/R/LTGOV/MO		<u>Original Date / Revision</u> 10/13/16 / 10/13/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI-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> 90	<u>Product Code</u> 110
<u>Agency Ref</u>		<u>Advertiser Ref</u>

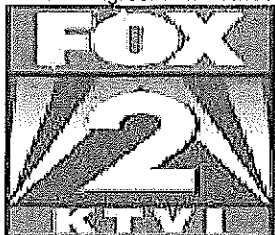
And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	10/28/16	10/28/16	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--				1	\$1,125.00	0.00			
N 2	2	10/28/16	10/28/16	M-F 7a-9a	7:30 AM-8:00 AM		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--				1	\$1,125.00	0.00			
N 3	2	10/28/16	10/28/16	9p Late Run News M-F	10:00 PM-10:30 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--				1	\$1,200.00	0.00			
N 4	2	10/31/16	10/31/16	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	1	\$1,125.00
		<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	\$1,125.00	0.00			
N 5	2	10/31/16	10/31/16	FOX 2 News @ 9p	9:00 PM-9:30 PM		:30				NM	1	\$1,200.00
		<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	\$1,200.00	0.00			
N 6	2	10/29/16	10/29/16	FOX 2 In The Morning	7:30 AM-8:00 AM		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1-				1	\$675.00	0.00			
N 7	2	10/29/16	10/29/16	9p Late Run News Sa-Su	10:30 PM-11:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1-				1	\$400.00	0.00			
N 8	2	10/30/16	10/30/16	FOX 2 News In The Morning	7:00 AM-7:30 AM		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1				1	\$425.00	0.00			
N 9	2	10/30/16	10/30/16	FOX 2 News In The Morning	7:30 AM-8:00 AM		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1				1	\$425.00	0.00			
N 10	2	10/30/16	10/30/16	9p Late Run News Sa-Su	10:00 PM-10:30 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1				1	\$1,200.00	0.00			
N 11	2	10/30/16	10/30/16	9p Late Run News Sa-Su	10:30 PM-11:00 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1				1	\$1,200.00	0.00			
N 12	2	10/27/16	10/27/16	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	1	\$1,125.00

(\* 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.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
396355 /	08416067

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/26/16 - 11/01/16	PARSON 4 LT GOV	2139

<u>Advertiser</u>	<u>Original Date / Revision</u>
Parson/R/LTGOV/MO	10/13/16 / 10/13/16

*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:		10/24/16	10/30/16	---1---				1	\$1,125.00	0.00			
N 13	2	10/27/16	10/27/16	M-F 7a-9a	7:30 AM-8:00 AM		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$1,125.00	0.00			
N 14	2	10/27/16	10/27/16	FOX 2 News @ 9p	9:00 PM-9:30 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$1,200.00	0.00			
N 15	2	11/01/16	11/01/16	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	1	\$1,125.00
		<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	\$1,125.00	0.00			
N 16	2	11/01/16	11/01/16	M-F 7a-9a	7:30 AM-8:00 AM		:30				NM	1	\$1,125.00
		<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	\$1,125.00	0.00			
N 17	2	11/01/16	11/01/16	FOX 2 News @ 9p	9:00 PM-9:30 PM		:30				NM	1	\$1,200.00
		<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	\$1,200.00	0.00			
N 18	2	10/26/16	10/26/16	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----				1	\$1,125.00	0.00			
N 19	2	10/26/16	10/26/16	M-F 7a-9a	7:30 AM-8:00 AM		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----				1	\$1,125.00	0.00			
N 20	2	10/26/16	10/26/16	9p Late Run News M-F	10:00 PM-10:30 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----				1	\$1,200.00	0.00			
N 21	2	10/26/16	11/01/16	M-F 330a-4a	3:30 AM-4:00 AM		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/16	11/01/16	MTWTF--				1	\$25.00	0.00			
Totals										0.00		21	\$20,475.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/30/16	16	\$14,700.00	\$12,495.00
10/31/16 - 11/01/16	5	\$5,775.00	\$4,908.75
<b>Totals</b>	21	\$20,475.00	\$17,403.75

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

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HARRIS SL104 PAGE 1  
RUN ON OCT13/16 AT 15:07  
FROM STATION

POLI/M PARSON/R/LTG/MO	TYPE O
PARSON 4 LT GOV	CTG POLC
OCT26/16- NOV1/16	1WKS
TERESA DIFURIA	EST 2139

TYPE O  
CTG POLC  
EST 2139

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

MIKE PARSON FOR LT. GOVERNOR

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 90 AGENCY PRODUCT CODE = 110 AGENCY EST# = 2139									
1	FRI	700A-730A	30	OCT28		1	\$1,125.00	1	\$1,125.00
PROGRAM : FOX 2 NEWS @ 7AM CON COM1: FOX 2 NEWS @ 7AM									
2	FRI	730A-800A	30	OCT28		1	\$1,125.00	1	\$1,125.00
PROGRAM : FOX 2 NEWS @ 730AM CON COM1: FOX 2 NEWS @ 730AM									
3	FRI	900P-930P	30	OCT28		1	\$1,200.00	1	\$1,200.00
PROGRAM : FOX 2 NEWS @ 9PM CON COM1: FOX 2 NEWS @ 9PM									
4	MON	700A-730A	30	OCT31		1	\$1,125.00	1	\$1,125.00
PROGRAM : FOX 2 NEWS @ 7AM CON COM1: FOX 2 NEWS @ 7AM									
5	MON	900P-930P	30	OCT31		1	\$1,200.00	1	\$1,200.00
PROGRAM : FOX 2 NEWS @ 9PM CON COM1: FOX 2 NEWS @ 9PM									

HARRIS SL104 PAGE 3  
RUN ON OCT13/16 AT 15:07  
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL	
16	THU	900P-930P	30	OCT27		1	\$1,200.00	1	\$1,200.00	
PROGRAM : FOX 2 NEWS @ 9PM										
CON COM1: FOX 2 NEWS @ 9PM										
17	TUE	700A-730A	30	NOV01		1	\$1,125.00	1	\$1,125.00	
PROGRAM : FOX 2 NEWS @ 7AM										
CON COM1: FOX 2 NEWS @ 7AM										
18	TUE	730A-800A	30	NOV01		1	\$1,125.00	1	\$1,125.00	
PROGRAM : FOX 2 NEWS @ 730AM										
CON COM1: FOX 2 NEWS @ 730AM										
19	TUE	900P-930P	30	NOV01		1	\$1,200.00	1	\$1,200.00	
PROGRAM : FOX 2 NEWS @ 9PM										
CON COM1: FOX 2 NEWS @ 9PM										
20	WED	700A-730A	30	OCT26		1	\$1,125.00	1	\$1,125.00	
PROGRAM : FOX 2 NEWS @ 7AM										
CON COM1: FOX 2 NEWS @ 7AM										
21	WED	730A-800A	30	OCT26		1	\$1,125.00	1	\$1,125.00	
PROGRAM : FOX 2 NEWS @ 730AM										
CON COM1: FOX 2 NEWS @ 730AM										
22	WED	900P-930P	30	OCT26		1	\$1,200.00	1	\$1,200.00	
PROGRAM : FOX 2 NEWS @ 9PM										
CON COM1: FOX 2 NEWS @ 9PM										
23	W-F,M-TU	330A-400A	30	OCT26-NOV1		1	\$25.00	1	\$25.00	
OCT/16	14700.00	NOV/16	\$5,775.00							
MARKET TOTALS \$73,125 KTVI 28% KDNL 4% KMOV 30% KSDK 32% KPLR 6% NTVI 0% WRBU 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		
CONTRACT TOTAL 20475.00										
TOTAL SPOTS 21										