



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

# CONTRACT

**COPY**

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

And:

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

<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>	

*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> 396355 /		<u>Alt Order #</u> 08416067
<u>Contract Dates</u> 10/26/16 - 11/01/16	<u>Product</u> PARSON 4 LT GOV	<u>Estimate #</u> 2139
<u>Advertiser</u> Parson/R/LTGOV/MO		<u>Original Date / Revision</u> 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			
<b>Totals</b>										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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TELEREP, INC.  
 KTVI-TV ST. LOUIS  
 \*\*\* ORIGINAL REV#0 \*\*\*

CONTRACT WORKSHEET  
 8416067

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

BEN RHEAULT  
 STRATEGIC MEDIA SERVICES  
 1911 NORTH FT. MYER DRIVE #400  
 ARLINGTON, VA 22209

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

REP: NEW ORDER FOR MIKE PARSON FOR LT. GOVERNOR  
 TOTAL 20,475  
 PLS CFM THANKS  
 ALLIE

**COPY**

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

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

CONTRACT WORKSHEET  
 8416067

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
		PROGRAM : FOX 2 NEWS @ 9PM							
		CON COM1: FOX 2 NEWS @ 9PM							
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%	
CONTRACT TOTAL									20475.00
TOTAL SPOTS									21

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