



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

CONTRACT

<u>Contract / Revision</u> 309750 /		<u>Alt Order #</u> 08218723
<u>Product</u> PRIOTITIES USA 9/6		
<u>Contract Dates</u> 09/06/16 - 09/12/16		<u>Estimate #</u> 4554
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 03/31/16 / 09/06/16
<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 Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 750	<u>Product Code</u> 760
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Targeted Platform Media LLC
1291 Hollywood Ave
Annapolis, MD 21403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/06/16	09/12/16	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$275.00	0.00			
N 2	13	09/06/16	09/12/16	Channel 13 News @ 10p	10:00 PM-10:35 PM		:30				NM	4	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$2,025.00	0.00			
N 3	13	09/06/16	09/12/16	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$225.00	0.00			
N 4	13	09/06/16	09/12/16	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$750.00	0.00			
N 5	13	09/06/16	09/12/16	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$200.00	0.00			
N 6	13	09/06/16	09/12/16	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$275.00	0.00			
N 7	13	09/06/16	09/12/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$225.00	0.00			
N 8	13	09/06/16	09/12/16	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	4	\$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:		09/06/16	09/12/16	MTWTF--				4	\$350.00	0.00			
N 9	13	09/06/16	09/12/16	Today In Iowa	5:00 AM-5:30 AM		:30				NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				3	\$325.00	0.00			
N 10	13	09/06/16	09/12/16	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$1,000.00	0.00			
N 11	13	09/06/16	09/12/16	Today In Iowa	5:30 AM-6:00 AM		:30				NM	3	\$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:		09/06/16	09/12/16	MTWTF--				3	\$450.00	0.00			
N 12	13	09/06/16	09/12/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	4	\$6,800.00

(* 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.



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

<u>Contract / Revision</u> 309750 /		<u>Alt Order #</u> 08218723
<u>Contract Dates</u> 09/06/16 - 09/12/16	<u>Product</u> PRIOTITIES USA 9/6	<u>Estimate #</u> 4554
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 03/31/16 / 09/06/16

*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:		09/06/16	09/12/16	MTWTF--				4	\$1,700.00	0.00			
N 13	13	09/06/16	09/12/16	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$1,400.00	0.00			
N 14	13	09/06/16	09/12/16	Today In Iowa	6:00 AM-7:00 AM		:30				NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$1,000.00	0.00			
N 15	13	09/06/16	09/12/16	Today	7:00 AM-9:00 AM		:30				NM	8	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				8	\$975.00	0.00			
N 16	13	09/06/16	09/12/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/06/16	09/12/16	MTWTF--				4	\$375.00	0.00			
N 17	13	09/12/16	09/12/16	Monday Prime Hour 2	7:00 PM-9:00 PM		:30				NM	1	\$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:		09/12/16	09/18/16	1-----				1	\$1,400.00	0.00			
N 18	13	09/10/16	09/10/16	Sa 10p-1030p	10:00 PM-10:30 PM		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/05/16	09/11/16	-----1-				1	\$1,800.00	0.00			
N 19	13	09/10/16	09/10/16	Sa 1030p-12a	10:35 PM-12:05 AM		:30				NM	1	\$1,215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/05/16	09/11/16	-----1-				1	\$1,215.00	0.00			
N 20	13	09/10/16	09/10/16	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/05/16	09/11/16	-----1-				1	\$700.00	0.00			
N 21	13	09/10/16	09/10/16	Sa 6a-8a	6:00 AM-8:00 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:		09/05/16	09/11/16	-----1-				1	\$375.00	0.00			
N 22	13	09/10/16	09/10/16	Sa 8a-10a	8:00 AM-10:00 AM		:30				NM	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:		09/05/16	09/11/16	-----1-				1	\$475.00	0.00			
N 23	13	09/11/16	09/11/16	Channel 13 News @ 10p	10p-1035p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/05/16	09/11/16	-----1				1	\$1,800.00	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	09/11/16-09/11/16	Late Run News	Various	-----SL	:30	\$1,800.00	0.00	NM		
Credited													
D 24	13	09/11/16	09/11/16	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	0	\$0.00
D 25	13	09/11/16	09/11/16	NFL Reg Ssn Late Gm	Various		:30				NM	0	\$0.00
D 26	13	09/11/16	09/11/16	Su 7a-8a	7:00 AM-8:00 AM		:30				NM	0	\$0.00
D 27	13	09/11/16	09/11/16	Su 8a-10a	8:00 AM-10:00 AM		:30				NM	0	\$0.00
N 28	13	09/08/16	09/08/16	Thursday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	3	\$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:		09/05/16	09/11/16	---1---				1	\$1,400.00	0.00			

(* 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.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
309750 /	08218723

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/06/16 - 09/12/16	PRIOTITIES USA 9/6	4554

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	03/31/16 / 09/06/16

*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>Rate</u>	<u>Rating</u>			
<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	09/05/16-09/11/16		Thursday Prime Hour 2	8:00 PM-9:00 PM	----Th----	:30		\$1,400.00	0.00	NM		
See MG 28.2,28.3,28.4													
2	13	09/06/16-09/09/16		Today In Iowa	5a-530a	-TuWThF----	:30		\$600.00	0.00	NM		
Ⓜ MG for 28.1 09/08													
3	13	09/06/16-09/09/16		M-F 10a-11a	10a-11a	-TuWThF----	:30		\$400.00	0.00	NM		
Ⓜ MG for 28.1 09/08													
4	13	09/06/16-09/09/16		M-F 10a-11a	10a-11a	-TuWThF----	:30		\$400.00	0.00	NM		
Ⓜ MG for 28.1 09/08													
N 29	13	09/06/16	09/06/16	Tuesday Prime Hour 2	7:00 PM-9:00 PM		:30				NM	1	\$2,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/05/16	09/11/16	-1-----			1	\$2,425.00	0.00				
N 30	13	09/06/16	09/06/16	Tuesday Prime Hour 3	9p-10p		:30				NM	1	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/05/16	09/11/16	-T-----			1	\$2,900.00	0.00				
N 31	13	09/07/16	09/07/16	Wednesday Prime Hour 1	7p-8p		:30				NM	1	\$3,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/05/16	09/11/16	--W----			1	\$3,550.00	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	09/05/16-09/11/16		Wednesday Prime Hour 1	7p-8p	---W-----	:30		\$3,550.00	0.00	NM		
See MG 31.2													
2	13	09/07/16-09/07/16		Wednesday Prime Hour 2	8p-9p	---W-----	:30		\$3,550.00	0.00	NM		
Ⓜ See MG 31.3													
3	13	09/07/16-09/07/16		Wednesday Prime Hour 1	7p-8p	---W-----	:30		\$3,550.00	0.00	NM		
Ⓜ MG for 31.2 09/07													
N 32	13	09/06/16	09/09/16	Today	7a-9a		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/05/16	09/11/16	-TWTF--			1	\$975.00	0.00				
N 33	13	09/06/16	09/09/16	Channel 13 News @ 4p	4p-5p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		09/05/16	09/11/16	-TWTF--			2	\$350.00	0.00				
Totals										0.00		81	\$67,240.00

Time Period	# of Spots	Gross Amount	Net Amount
08/29/16 -09/12/16	81	\$67,240.00	\$57,154.00
Totals	81	\$67,240.00	\$57,154.00

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.