



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)

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

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*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>				
<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: _____

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