



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

CONTRACT

| | | |
|--|---|--|
| <u>Contract / Revision</u> 318583 / | | <u>Alt Order #</u> 08235847 |
| <u>Product</u> PRIORITIES USA 6/5 | | |
| <u>Contract Dates</u> 07/04/16 - 07/11/16 | | <u>Estimate #</u> 4594 |
| <u>Advertiser</u> Priorities USA Action | | <u>Original Date / Revision</u> 04/22/16 / 04/25/16 |
| <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 Washington |
| <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 | 07/05/16 | 07/11/16 | M-F 1p-2p | 1:00 PM-2:00 PM | | :30 | | | | NM | 3 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 07/05/16 | 07/11/16 | MTWTF-- | | | | 3 | \$225.00 | 0.00 | | | |
| N 2 | 13 | 07/05/16 | 07/11/16 | Channel 13 News @ 10p | 10:00 PM-10:35 PM | | :30 | | | | NM | 4 | \$6,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 07/05/16 | 07/11/16 | MTWTF-- | | | | 4 | \$1,625.00 | 0.00 | | | |
| N 3 | 13 | 07/05/16 | 07/11/16 | M-F 10a-11a | 10:00 AM-11:00 AM | | :30 | | | | NM | 2 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 07/05/16 | 07/11/16 | MTWTF-- | | | | 2 | \$325.00 | 0.00 | | | |
| N 4 | 13 | 07/05/16 | 07/11/16 | M-F 1035p-1135p | 10:35 PM-11:35 PM | | :30 | | | | NM | 3 | \$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: 07/05/16 | 07/11/16 | MTWTF-- | | | | 3 | \$500.00 | 0.00 | | | |
| N 5 | 13 | 07/05/16 | 07/11/16 | M-F 11a-12p | 11:00 AM-12:00 PM | | :30 | | | | NM | 3 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 07/05/16 | 07/11/16 | MTWTF-- | | | | 3 | \$150.00 | 0.00 | | | |
| N 6 | 13 | 07/05/16 | 07/11/16 | Channel 13 News @ Noon | 12:00 PM-1:00 PM | | :30 | | | | NM | 4 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 07/05/16 | 07/11/16 | MTWTF-- | | | | 4 | \$400.00 | 0.00 | | | |
| N 7 | 13 | 07/05/16 | 07/11/16 | M-F 3p-4p | 3:00 PM-4:00 PM | | :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: 07/05/16 | 07/11/16 | MTWTF-- | | | | 4 | \$375.00 | 0.00 | | | |
| N 8 | 13 | 07/05/16 | 07/11/16 | Channel 13 News @ 4p | 4:00 PM-5:00 PM | | :30 | | | | NM | 4 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 07/05/16 | 07/11/16 | MTWTF-- | | | | 4 | \$250.00 | 0.00 | | | |
| N 9 | 13 | 07/05/16 | 07/11/16 | Today In Iowa | 5:00 AM-5:30 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: 07/05/16 | 07/11/16 | MTWTF-- | | | | 1 | \$375.00 | 0.00 | | | |
| N 10 | 13 | 07/05/16 | 07/11/16 | Channel 13 News @ 5p | 5:00 PM-5:30 PM | | :30 | | | | NM | 4 | \$5,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 07/05/16 | 07/11/16 | MTWTF-- | | | | 4 | \$1,300.00 | 0.00 | | | |
| N 11 | 13 | 07/05/16 | 07/11/16 | Today In Iowa | 5:30 AM-6:00 AM | | :30 | | | | NM | 1 | \$725.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 07/05/16 | 07/11/16 | MTWTF-- | | | | 1 | \$725.00 | 0.00 | | | |
| N 12 | 13 | 07/05/16 | 07/11/16 | M-F 530p-6p | 5:30 PM-6:00 PM | | :30 | | | | NM | 4 | \$4,500.00 |

(* 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.



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| <u>Contract / Revision</u> | | <u>Alt Order #</u> |
| 318583 / | | 08235847 |
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 07/04/16 - 07/11/16 | PRIORITIES USA 6/5 | 4594 |
| <u>Advertiser</u> | | <u>Original Date / Revision</u> |
| Priorities USA Action | | 04/22/16 / 04/25/16 |

| *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: | | 07/05/16 | 07/11/16 | MTWTF-- | | | | 4 | \$1,125.00 | 0.00 | | | |
| N 13 | 13 | 07/05/16 | 07/11/16 | Channel 13 News @ 6p | 6:00 PM-6:30 PM | | :30 | | | | NM | 4 | \$8,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 07/05/16 | 07/11/16 | MTWTF-- | | | | 4 | \$2,100.00 | 0.00 | | | |
| N 14 | 13 | 07/05/16 | 07/11/16 | Today In Iowa | 6:00 AM-7:00 AM | | :30 | | | | NM | 3 | \$3,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 07/05/16 | 07/11/16 | MTWTF-- | | | | 3 | \$1,300.00 | 0.00 | | | |
| N 15 | 13 | 07/05/16 | 07/11/16 | M-F 630p-7p | 6:30 PM-7:00 PM | | :30 | | | | NM | 4 | \$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: | | 07/05/16 | 07/11/16 | MTWTF-- | | | | 4 | \$1,225.00 | 0.00 | | | |
| N 16 | 13 | 07/05/16 | 07/11/16 | Today | 7:00 AM-9:00 AM | | :30 | | | | NM | 8 | \$9,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 07/05/16 | 07/11/16 | MTWTF-- | | | | 8 | \$1,150.00 | 0.00 | | | |
| N 17 | 13 | 07/05/16 | 07/11/16 | M-F 9a-10a | 9:00 AM-10:00 AM | | :30 | | | | NM | 3 | \$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: | | 07/05/16 | 07/11/16 | MTWTF-- | | | | 3 | \$400.00 | 0.00 | | | |
| N 18 | 13 | 07/09/16 | 07/09/16 | Sa 10p-1030p | 10:00 PM-10:30 PM | | :30 | | | | NM | 1 | \$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: | | 07/04/16 | 07/10/16 | -----1- | | | | 1 | \$1,350.00 | 0.00 | | | |
| N 19 | 13 | 07/09/16 | 07/09/16 | Sa 1030p-12a | 10:35 PM-12:05 AM | | :30 | | | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 07/04/16 | 07/10/16 | -----1- | | | | 1 | \$900.00 | 0.00 | | | |
| N 20 | 13 | 07/09/16 | 07/09/16 | Channel 13 News @ 6p | 6:00 PM-6:30 PM | | :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: | | 07/04/16 | 07/10/16 | -----1- | | | | 1 | \$975.00 | 0.00 | | | |
| N 21 | 13 | 07/09/16 | 07/09/16 | Sa 630p-7p | 6:30 PM-7:00 PM | | :30 | | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 07/04/16 | 07/10/16 | -----1- | | | | 1 | \$550.00 | 0.00 | | | |
| N 22 | 13 | 07/09/16 | 07/09/16 | Sa 8a-10a | 8:00 AM-10:00 AM | | :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: | | 07/04/16 | 07/10/16 | -----1- | | | | 1 | \$400.00 | 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 | 07/04/16-07/10/16 | Sa 8a-10a | 8:00 AM-10:00 AM | -----Sa-- | :30 | \$400.00 | 0.00 | NM | | |
| | | See MG 22.2 | | | | | | | | | | | |
| | | 2 | 13 | 07/05/16-07/08/16 | Channel 13 News @ Noon | 12p-1p | -TuWThF---- | :30 | \$400.00 | 0.00 | NM | | |
| | | Ⓜ MG for 22.1 07/09 | | | | | | | | | | | |
| N 23 | 13 | 07/10/16 | 07/10/16 | Channel 13 News @ 10p | 10p-1035p | | :30 | | | | NM | 1 | \$1,625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 07/04/16 | 07/10/16 | -----1 | | | | 1 | \$1,625.00 | 0.00 | | | |
| N 24 | 13 | 07/10/16 | 07/10/16 | Su 7a-8a | 7:00 AM-8:00 AM | | :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: | | 07/04/16 | 07/10/16 | -----1 | | | | 1 | \$275.00 | 0.00 | | | |
| N 25 | 13 | 07/10/16 | 07/10/16 | Su 8a-10a | 8:00 AM-10:00 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: | | 07/04/16 | 07/10/16 | -----1 | | | | 1 | \$375.00 | 0.00 | | | |
| N 26 | 13 | 07/05/16 | 07/05/16 | Tuesday Prime | 7:00 PM-9:00 PM | | :30 | | | | NM | 1 | \$4,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 07/04/16 | 07/10/16 | -1----- | | | | 1 | \$4,375.00 | 0.00 | | | |
| Totals | | | | | | | | | | 0.00 | | 68 | \$63,100.00 |

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| 318583 / | 08235847 |

| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
|-----------------------|--------------------|-------------------|
| 07/04/16 - 07/11/16 | PRIORITIES USA 6/5 | 4594 |

| <u>Advertiser</u> | <u>Original Date / Revision</u> |
|-----------------------|---------------------------------|
| Priorities USA Action | 04/22/16 / 04/25/16 |

| <u>Time Period</u> | <u># of Spots</u> | <u>Gross Amount</u> | <u>Net Amount</u> |
|---------------------|-------------------|---------------------|--------------------|
| 06/27/16 - 07/11/16 | 68 | \$63,100.00 | \$53,635.00 |
| Totals | 68 | \$63,100.00 | \$53,635.00 |

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|------------------------------|----------------------|
| Station and Location: | Date: 2016 |
|------------------------------|----------------------|

I, Targeted Platform Media, LLC

do hereby request station time concerning the following issue:

Presidential General Election on November 8, 2016

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|---------|-------|----------------|-----------------|
| | AS | ORDERED | | | |

This broadcast time will be used by: Priorities USA Action

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Presidential General Election to be held November 8, 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action, 601 13th St NW, Washington, DC 20005

(202) 798-5902

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Greg Speed, Treasurer
Anne Caprara, Executive Strategist
Guy Cecil, Chief Strategist

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

| |
|--|
| |
|--|

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

| |
|--|
| |
|--|

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS


THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

March 29, 2016

Date



Signature

(202) 965-5060

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title