

CONTRACT



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

<u>Contract / Revision</u> 361887 /		<u>Alt Order #</u> 08336111
<u>Product</u> HAWLEY 4 ATTRNY GEN		
<u>Contract Dates</u> 07/28/16 - 08/01/16		<u>Estimate #</u> 7577
<u>Advertiser</u> Hawley/R/Attorney General/MO		<u>Original Date / Revision</u> 07/28/16 / 07/28/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KPLR-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> 14097	<u>Advertiser Code</u> 441	<u>Product Code</u> 842
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

COPY

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	07/29/16	07/29/16	News 11 @ Noon	12:30 PM-1:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	----1--				1	\$150.00	0.00			
N 2	11	07/29/16	07/29/16	News 11 @ 4p	4:00 PM-4:30 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	----1--				1	\$225.00	0.00			
N 3	11	07/29/16	07/29/16	News 11 @ 4p	4:30 PM-5:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	----1--				1	\$225.00	0.00			
N 4	11	07/29/16	07/29/16	M-F 6p-630p	6:00 PM-6:30 PM		: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:		07/25/16	07/31/16	----1--				1	\$900.00	0.00			
N 5	11	07/29/16	07/29/16	M-F 630p-7p	6:30 PM-7:00 PM		: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:		07/25/16	07/31/16	----1--				1	\$900.00	0.00			
N 6	11	07/29/16	07/29/16	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	----1--				1	\$450.00	0.00			
N 7	11	08/01/16	08/01/16	News 11 @ Noon	12:30 PM-1:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	1-----				1	\$150.00	0.00			
N 8	11	08/01/16	08/01/16	News 11 @ 4p	4:00 PM-4:30 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	1-----				1	\$225.00	0.00			
N 9	11	08/01/16	08/01/16	News 11 @ 4p	4:30 PM-5:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	1-----				1	\$225.00	0.00			
N 10	11	08/01/16	08/01/16	M-F 6p-630p	6:00 PM-6:30 PM		: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:		08/01/16	08/07/16	1-----				1	\$900.00	0.00			
N 11	11	08/01/16	08/01/16	M-F 630p-7p	6:30 PM-7:00 PM		: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:		08/01/16	08/07/16	1-----				1	\$900.00	0.00			
N 12	11	08/01/16	08/01/16	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$450.00

(* 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.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
361887 /	08336111

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/28/16 - 08/01/16	HAWLEY 4 ATTRNY GE	7577

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hawley/R/Attorney Gener	07/28/16 / 07/28/16

*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:		08/01/16	08/07/16	1-----				1	\$450.00	0.00			
N 13	11	07/30/16	07/30/16	Sa 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	-----1-				1	\$450.00	0.00			
N 14	11	07/30/16	07/30/16	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	-----1-				1	\$650.00	0.00			
N 15	11	07/30/16	07/30/16	Sa 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	-----1-				1	\$225.00	0.00			
N 16	11	07/31/16	07/31/16	Su 6p-630p	6:00 PM-6:30 PM		: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:		07/25/16	07/31/16	-----1				1	\$900.00	0.00			
N 17	11	07/31/16	07/31/16	Su 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	-----1				1	\$450.00	0.00			
Totals										0.00		17	\$8,375.00

Time Period	# of Spots	Gross Amount	Net Amount
06/27/16 - 07/31/16	11	\$5,525.00	\$4,696.25
08/01/16 - 08/01/16	6	\$2,850.00	\$2,422.50
Totals	17	\$8,375.00	\$7,118.75

Signature: _____ **Date:** _____

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

CONTRACT WORKSHEET
8336111

HARRIS SL104 PAGE 1
RUN ON JUL28/16 AT 14:23
FROM STATION

NMRP MEDIAASSISTANT
NAT'L MEDIA RESEARCH PLANNING PLAC
815 SLATERS LANE
ALEXANDRIA, VA 22314

POLI/J HAWLEY/R/ATG/MO
HAWLEY 4 ATTRNY GEN
JUL28/16- AUG1/16 1WKS
TERESA DIFURIA
TYPE O
CTG POLC
EST 7577

REP: NEW ORDER FOR JOSH HAWLEY FOR ATTORNEY GENERAL
TOTAL 8,375
PLS CFM THANKS
ALLIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
JOSH HAWLEY FOR ATTORNEY GENERAL

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 441 AGENCY EST# = 7577									
AGENCY PRODUCT CODE = 842									
1 FRI		1230P-100P	30	JUL29		1	\$150.00	1	\$150.00
PROGRAM : NEWS11 AT NOON									
RA35+ : 0.9									
CON COM1: NEWS11 AT NOON									
2 FRI		400P-430P	30	JUL29		1	\$225.00	1	\$225.00
PROGRAM : NEWS 11 AT 4PM									
RA35+ : 0.8									
CON COM1: NEWS 11 AT 4PM									
3 FRI		430P-500P	30	JUL29		1	\$225.00	1	\$225.00
PROGRAM : NEWS 11 AT 4PM									
RA35+ : 0.8									
CON COM1: NEWS 11 AT 4PM									
4 FRI		600P-630P	30	JUL29		1	\$900.00	1	\$900.00
PROGRAM : BIG BNG THEORY									
RA35+ : 2.7									
CON COM1: BIG BNG THEORY									
5 FRI		630P-700P	30	JUL29		1	\$900.00	1	\$900.00
PROGRAM : BG BNG THRY B									
RA35+ : 2.8									
CON COM1: BG BNG THRY B									

COPY

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

CONTRACT WORKSHEET
8336111

HARRIS SL104 PAGE 2
RUN ON JUL28/16 AT 14:23
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
6	FRI	700P-730P	30	JUL29		1	\$450.00	1	\$450.00
	PROGRAM :	NEWS 11							
	RA35+ :	1.7							
	CON COM1:	NEWS 11							
7	MON	1230P-100P	30	AUG01		1	\$150.00	1	\$150.00
	PROGRAM :	NEWS11 AT NOON							
	RA35+ :	0.9							
	CON COM1:	NEWS11 AT NOON							
8	MON	400P-430P	30	AUG01		1	\$225.00	1	\$225.00
	PROGRAM :	NEWS 11 AT 4PM							
	RA35+ :	0.8							
	CON COM1:	NEWS 11 AT 4PM							
9	MON	430P-500P	30	AUG01		1	\$225.00	1	\$225.00
	PROGRAM :	NEWS 11 AT 4PM							
	RA35+ :	0.8							
	CON COM1:	NEWS 11 AT 4PM							
10	MON	600P-630P	30	AUG01		1	\$900.00	1	\$900.00
	PROGRAM :	BIG BNG THEORY							
	RA35+ :	2.7							
	CON COM1:	BIG BNG THEORY							
11	MON	630P-700P	30	AUG01		1	\$900.00	1	\$900.00
	PROGRAM :	BG BNG THRY B							
	RA35+ :	2.8							
	CON COM1:	BG BNG THRY B							
12	MON	700P-730P	30	AUG01		1	\$450.00	1	\$450.00
	PROGRAM :	NEWS 11							
	RA35+ :	1.7							
	CON COM1:	NEWS 11							
13	SAT	600P-630P	30	JUL30		1	\$450.00	1	\$450.00
	PROGRAM :	BG BNG THRY SA							
	RA35+ :	1.4							
	CON COM1:	BG BNG THRY SA							

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

CONTRACT WORKSHEET
8336111

HARRIS SL104 PAGE 3
RUN ON JUL28/16 AT 14:23
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
14	SAT	630P-700P	30	JUL30		1	\$650.00	1	\$650.00
PROGRAM : BG-THEORY SA B RA35+ : 2.0 CON COM1: BG-THEORY SA B									
15	SAT	700P-730P	30	JUL30		1	\$225.00	1	\$225.00
PROGRAM : NEWS 11 RA35+ : 1.0 CON COM1: NEWS 11									
16	SUN	600P-630P	30	JUL31		1	\$900.00	1	\$900.00
PROGRAM : BG BNG THRY SU RA35+ : 2.2 CON COM1: BG BNG THRY SU									
17	SUN	700P-730P	30	JUL31		1	\$450.00	1	\$450.00
PROGRAM : NEWS 11 RA35+ : 1.5 CON COM1: NEWS 11									
JUL/16	\$5,525.00	AUG/16	\$2,850.00	CONTRACT TOTAL \$8,375.00 TOTAL SPOTS 17					

MARKET TOTALS \$93,055 KPLR 9% KDNL 2% KMOV 17% KSDK 30% KTVI 42% WPXS 0% WRBU 0% CABL 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