



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

# CONTRACT

<u>Contract / Revision</u> 223516 /	<u>Alt Order #</u> 08008398
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<u>Product</u> CRUZ PRESIDENT 11/16	
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<u>Contract Dates</u> 11/16/15 - 12/06/15	<u>Estimate #</u>
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<u>Advertiser</u> Cruz, T / R / President	<u>Original Date / Revision</u> 11/11/15 / 11/11/15
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<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
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<u>Station</u> WHO	<u>Account Executive</u> Cheryl Long	<u>Sales Office</u> NSO Washingto
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<u>Special Handling</u>
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<u>Demographic</u> Adults 50+
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<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
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<u>Agency Ref</u>	<u>Advertiser Ref</u>
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And:

**WestRogers Advertising**  
 6075 Poplar Ave  
 Suite 122  
 Memphis, TN 38119

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	11/16/15	12/04/15	M-F 9a-10a	9:00 AM-10:00 AM		1:00				NM	6	\$3,780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/15	11/22/15	MTWTF--				2	\$630.00	0.00			
Week:		11/23/15	11/29/15	MTWTF--				2	\$630.00	0.00			
Week:		11/30/15	12/06/15	MTWTF--				2	\$630.00	0.00			
N 2	13	11/16/15	12/04/15	Channel 13 News @ Noon	12:00 PM-1:00 PM		1:00				NM	6	\$3,780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/15	11/22/15	MTWTF--				2	\$630.00	0.00			
Week:		11/23/15	11/29/15	MTWTF--				2	\$630.00	0.00			
Week:		11/30/15	12/06/15	MTWTF--				2	\$630.00	0.00			
N 3	13	11/16/15	12/04/15	Channel 13 News @ 4p	4:00 PM-5:00 PM		1:00				NM	6	\$2,580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/15	11/22/15	MTWTF--				2	\$430.00	0.00			
Week:		11/23/15	11/29/15	MTWTF--				2	\$430.00	0.00			
Week:		11/30/15	12/06/15	MTWTF--				2	\$430.00	0.00			
N 4	13	11/16/15	12/04/15	Channel 13 News @ 5p	5:00 PM-5:30 PM		1:00				NM	6	\$11,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/15	11/22/15	MTWTF--				2	\$1,980.00	0.00			
Week:		11/23/15	11/29/15	MTWTF--				2	\$1,980.00	0.00			
Week:		11/30/15	12/06/15	MTWTF--				2	\$1,980.00	0.00			
N 5	13	11/16/15	12/04/15	Channel 13 News @ 6p	6:00 PM-6:30 PM		1:00				NM	3	\$8,370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/15	11/22/15	MTWTF--				1	\$2,790.00	0.00			
Week:		11/23/15	11/29/15	MTWTF--				1	\$2,790.00	0.00			
Week:		11/30/15	12/06/15	MTWTF--				1	\$2,790.00	0.00			
N 6	13	11/16/15	12/04/15	M-F 3p-330p	3:00 PM-3:30 PM		1:00				NM	6	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/15	11/22/15	MTWTF--				2	\$380.00	0.00			
Week:		11/23/15	11/29/15	MTWTF--				2	\$380.00	0.00			
Week:		11/30/15	12/06/15	MTWTF--				2	\$380.00	0.00			
N 7	13	11/16/15	12/04/15	M-F 330p-4p	3:30 PM-4:00 PM		1:00				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:		11/16/15	11/22/15	MTWTF--				1	\$450.00	0.00			
Week:		11/23/15	11/29/15	MTWTF--				1	\$450.00	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>
223516 /	08008398

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/16/15 - 12/06/15	CRUZ PRESIDENT 11/1	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Cruz, T / R / President	11/11/15 / 11/11/15

*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:		11/30/15	12/06/15	MTWTF--				1	\$450.00	0.00			
N 8	13	11/21/15	12/05/15	Sa 6a-8a	6:00 AM-8:00 AM		1:00				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/15	11/22/15	-----1-				1	\$700.00	0.00			
Week:		11/23/15	11/29/15	-----1-				1	\$700.00	0.00			
Week:		11/30/15	12/06/15	-----1-				1	\$700.00	0.00			
N 9	13	11/21/15	12/05/15	Channel 13 News @ 6p	6:00 PM-6:30 PM		1:00				NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/15	11/22/15	-----1-				1	\$1,400.00	0.00			
Week:		11/23/15	11/29/15	-----1-				1	\$1,400.00	0.00			
Week:		11/30/15	12/06/15	-----1-				1	\$1,400.00	0.00			
<b>Totals</b>										0.00		42	\$40,320.00

Time Period	# of Spots	Gross Amount	Net Amount
10/26/15 - 11/29/15	28	\$26,880.00	\$22,848.00
11/30/15 - 12/05/15	14	\$13,440.00	\$11,424.00
<b>Totals</b>	42	\$40,320.00	\$34,272.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE**

**STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WHO-TV -- Des Moines, Iowa	<b>Date:</b> 11/16/15
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I, Becky West,

being/on behalf of: Ted Cruz,

a legally qualified candidate of the Republican

political party for the office of: President

in the Iowa Caucus

election to be held on: Feb. 1, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:60	Early Morning Early News	M-Sa		14	3

**Attach proposed schedule with charges (if available):** \$40,320

I represent that the payment for the above described broadcast time has been furnished by:

Cruz for President

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bradley Knippa

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

***To Be Signed By Candidate or Authorized Committee***

11/10/15

**Date**

Becky West

**Signature**

***To Be Signed By Station Representative***

**Accepted**

**Accepted in Part**

**Rejected**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**