

CONTRACT

KWQC
805 Brady Street
Davenport, IA 52803
(563) 383-7000

| | | |
|--|--|--|
| <u>Contract / Revision</u> 840384 / | | <u>Alt Order #</u> 08218442 |
| <u>Product</u> PRIORITIES USA ACTION | | |
| <u>Contract Dates</u> 10/04/16 - 10/10/16 | | <u>Estimate #</u> 4559 |
| <u>Advertiser</u> POL/Priorities USA Action | | <u>Original Date / Revision</u> 09/14/16 / 09/14/16 |
| <u>Billing Cycle</u> WEEKLY | <u>Billing Calendar</u> Calendar | <u>Cash/Trade</u> Cash |
| <u>Property</u> KWQC | <u>Account Executive</u> HRP Washington | <u>Sales Office</u> HRP/Washingto |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>Agy Code</u> | <u>Advertiser Code</u> 750 | <u>Product 1/2</u> 760 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Targeted Platform Media
1291 Hollywood Avenue
Annapolis, MD 21403
USA

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | PCode | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------|-----------------|------|--------|-------------------|-------------|-------|-----|------|-------|-------------|
| 1 | KWQC | 10/04/16 | 10/10/16 | Days of Our Lives | M-F 1p-2p | | :30 | | | P2 | | NM | 2 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 2 | \$1,500.00 | | | | | |
| 2 | KWQC | 10/04/16 | 10/10/16 | M-F 10pm News | M-F 10p-1035p | | :30 | | | P2 | | NM | 4 | \$32,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 4 | \$8,000.00 | | | | | |
| 3 | KWQC | 10/04/16 | 10/10/16 | Tonight Show | M-F 1035p-1137p | | :30 | | | P2 | | NM | 3 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 3 | \$2,000.00 | | | | | |
| 4 | KWQC | 10/04/16 | 10/10/16 | M-F 11a-12p | M-F 11a-12p | | :30 | | | P2 | | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 2 | \$600.00 | | | | | |
| 5 | KWQC | 10/04/16 | 10/10/16 | M-F Noon Edition New | M-F 12p-1p | | :30 | | | P2 | | NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 2 | \$1,400.00 | | | | | |
| 6 | KWQC | 10/04/16 | 10/10/16 | Paula Sands | M-F 3p-330p | | :30 | | | P2 | | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 2 | \$600.00 | | | | | |
| 7 | KWQC | 10/04/16 | 10/10/16 | M-F 330p-4p | M-F 330p-4p | | :30 | | | P2 | | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 2 | \$600.00 | | | | | |
| 8 | KWQC | 10/04/16 | 10/10/16 | M-F 4pm News | M-F 4p-430p | | :30 | | | P2 | | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 5 | \$1,200.00 | | | | | |
| 9 | KWQC | 10/04/16 | 10/10/16 | M-F 430p-5p | M-F 430p-5p | | :30 | | | P2 | | NM | 5 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 5 | \$1,600.00 | | | | | |
| 10 | KWQC | 10/04/16 | 10/10/16 | M-F 5pm News | M-F 5p-530p | | :30 | | | P2 | | NM | 4 | \$14,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 4 | \$3,600.00 | | | | | |
| 11 | KWQC | 10/04/16 | 10/10/16 | M-F 5a News | M-F 5a-6a | | :30 | | | P2 | | NM | 4 | \$6,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |

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(563) 383-7000

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 840384 / | 08218442 |

| Contract Dates | Product | Estimate # |
|---------------------|-----------------------|------------|
| 10/04/16 - 10/10/16 | PRIORITIES USA ACTION | 4559 |

| Advertiser | Original Date / Revision |
|---------------------------|--------------------------|
| POL/Priorities USA Action | 09/14/16 / 09/14/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | PCode | Rtn | Type | Spots | Amount |
|-------|------|-------------------------|-----------------|---------------------|-----------------------|-----------------------|-----------------|-------------------|-----------------------|-------------|-----|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 4 | \$1,600.00 | | | | | |
| 12 | KWQC | 10/04/16 | 10/10/16 | NBC Nightly News WK | M-F 530p-6p | | :30 | | | P2 | | NM | 2 | \$20,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 2 | \$10,000.00 | | | | | |
| 13 | KWQC | 10/04/16 | 10/10/16 | M-F 6pm News | M-F 6p-630p | | :30 | | | P2 | | NM | 4 | \$24,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 4 | \$6,000.00 | | | | | |
| 14 | KWQC | 10/04/16 | 10/10/16 | M-F 6am News | M-F 6a-7a | | :30 | | | P2 | | NM | 4 | \$12,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 4 | \$3,200.00 | | | | | |
| 15 | KWQC | 10/04/16 | 10/10/16 | M-F 630p-7p | M-F 630p-7p | | :30 | | | P2 | | NM | 3 | \$30,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 3 | \$10,000.00 | | | | | |
| 16 | KWQC | 10/04/16 | 10/10/16 | Today Show M-F | M-F 7a-9a | | :30 | | | P2 | | NM | 8 | \$25,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 8 | \$3,200.00 | | | | | |
| 17 | KWQC | 10/04/16 | 10/10/16 | M-F 9am Today Show | M-F 9a-10a | | :30 | | | P2 | | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/04/16 | 10/10/16 | MTWTF-- | | | | 2 | \$2,000.00 | | | | | |
| 18 | KWQC | 10/10/16 | 10/10/16 | Mon Prime Other 1 | M 7p-9p | | :30 | | | P2 | | NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/10/16 | 10/16/16 | 1----- | | | | 1 | \$12,000.00 | | | | | |
| 19 | KWQC | 10/08/16 | 10/08/16 | SNL | Sa 1030p-1204x | | :30 | | | P2 | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----1- | | | | 1 | \$3,000.00 | | | | | |
| 20 | KWQC | 10/08/16 | 10/08/16 | Sa 5a-6a | Sa 5a-6a | | :30 | | | P2 | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----1- | | | | 1 | \$400.00 | | | | | |
| N 21 | KWQC | 10/08/16 | 10/08/16 | Sa 6pm News | Sa 6p-630p | | :30 | | | P2 | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----1- | | | | 1 | \$3,000.00 | | | | | |
| | | <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>Type</u> | | | | |
| | | 1 | KWQC | 10/03/16-10/09/16 | Sa 6pm News | Sa 6p-630p | -----Sa-- | :30 | \$3,000.00 | NM | | | | |
| | | See MG 24.2,24.3 | | | | | | | | | | | | |
| 22 | KWQC | 10/08/16 | 10/08/16 | Sa 6a News | Sa 6a-7a | | :30 | | | P2 | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----1- | | | | 1 | \$600.00 | | | | | |
| 23 | KWQC | 10/08/16 | 10/08/16 | Today Show Sa | Sa 7a-9a | | :30 | | | P2 | | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----1- | | | | 1 | \$1,400.00 | | | | | |
| N 24 | KWQC | 10/08/16 | 10/08/16 | Sa 830a News | Sa 830a-9a | | :30 | | | P2 | | NM | 2 | \$13,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----1- | | | | 1 | \$600.00 | | | | | |
| | | <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>Type</u> | | | | |
| | | 1 | KWQC | 10/03/16-10/09/16 | Sa 830a News | Sa 830a-9a | -----Sa-- | :30 | \$600.00 | NM | | | | |
| | | See MG 24.2,24.3 | | | | | | | | | | | | |
| | | 2 | KWQC | 10/04/16-10/07/16 | NBC Nightly News WKDY | M-F 530p-6p | -TuWThF---- | :30 | \$10,000.00 | NM | | | | |
| | | Ⓜ MG for 29.1,21.1,24.1 | | | | | | | | | | | | |
| | | 3 | KWQC | 10/04/16-10/07/16 | M-F 5pm News | M-F 5p-530p | -TuWThF---- | :30 | \$3,600.00 | NM | | | | |
| | | Ⓜ MG for 29.1,21.1,24.1 | | | | | | | | | | | | |

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| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 840384 / | 08218442 |

| | | |
|-----------------------|-----------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/04/16 - 10/10/16 | PRIORITIES USA ACTION | 4559 |

| | |
|---------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| POL/Priorities USA Action | 09/14/16 / 09/14/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | PCode | Rtn | Type | Spots | Amount |
|---------------|-------------------|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|------------------------|-------|-----|-------------|-------|--------------|
| 25 | KWQC | 10/09/16 | 10/09/16 | Su 5pm News | Su 5p-530p | | :30 | | | P2 | | NM | 1 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----1 | | | | 1 | \$3,200.00 | | | | | |
| 26 | KWQC | 10/09/16 | 10/09/16 | Su 6a News | Su 6a-7a | | :30 | | | P2 | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----1 | | | | 1 | \$600.00 | | | | | |
| 27 | KWQC | 10/09/16 | 10/09/16 | Today Show Su | Su 7a-8a | | :30 | | | P2 | | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----1 | | | | 1 | \$1,400.00 | | | | | |
| 28 | KWQC | 10/09/16 | 10/09/16 | Su 8a News | Su 8a-9a | | :30 | | | P2 | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----1 | | | | 1 | \$600.00 | | | | | |
| N 29 | KWQC | 10/04/16 | 10/04/16 | Tue Hour 2 | Tu 8p-9p | | :30 | | | P2 | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -1----- | | | | 1 | \$10,000.00 | | | | | |
| | <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>Type</u> | | |
| | 1 | KWQC | 10/03/16-10/09/16 | Tue Hour 2 | Tu 8p-9p | -Tu----- | :30 | | \$10,000.00 | | | NM | | |
| | See MG 24.2, 24.3 | | | | | | | | | | | | | |
| Totals | | | | | | | | | 0.00 | | | | 69 | \$235,400.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|---------------|--------------|
| 10/03/16 - 10/09/16 | 53 | \$179,500.00 | (\$26,925.00) | \$152,575.00 |
| 10/10/16 - 10/16/16 | 16 | \$55,900.00 | (\$8,385.00) | \$47,515.00 |
| Totals | 69 | \$235,400.00 | (\$35,310.00) | \$200,090.00 |

Signature: _____ **Date:** _____

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