

# CONTRACT



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

Contract / Revision	Alt Order #
840394 /	08218497

Product <b>PRIORITIES USA ACTION</b>		
Contract Dates <b>10/25/16 - 10/31/16</b>	Estimate # <b>4562</b>	
Advertiser <b>POL/Priorities USA Action</b>	Original Date / Revision 10/21/16 / 10/21/16	
Billing Cycle WEEKLY	Billing Calendar Calendar	Cash/Trade Cash
Property KWQC	Account Executive HRP Washington	Sales Office HRP/Washington
Special Handling		
Demographic Adults 35+		
Agy Code	Advertiser Code 750	Product 1/2 760
Agency Ref	Advertiser Ref	

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	10/25/16	10/31/16	Days of Our Lives	M-F 1p-2p		:30			P2		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				1	\$1,500.00					
N 2	KWQC	10/25/16	10/31/16	M-F 10pm News	M-F 10p-1035p		1:00			P2		NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				1	\$16,000.00					
N 3	KWQC	10/25/16	10/31/16	Tonight Show	M-F 1035p-1137p		1:00			P2		NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				1	\$4,000.00					
N 4	KWQC	10/25/16	10/31/16	M-F 11a-12p	M-F 11a-12p		1:00			P2		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				1	\$1,200.00					
N 5	KWQC	10/25/16	10/31/16	M-F Noon Edition New	M-F 12p-1p		1:00			P2		NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				1	\$2,800.00					
N 6	KWQC	10/25/16	10/31/16	Paula Sands	M-F 3p-330p		1:00			P2		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				1	\$1,200.00					
N 7	KWQC	10/25/16	10/31/16	M-F 330p-4p	M-F 330p-4p		1:00			P2		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				1	\$1,200.00					
N 8	KWQC	10/25/16	10/31/16	M-F 4pm News	M-F 4p-430p		1:00			P2		NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				2	\$2,400.00					
N 9	KWQC	10/25/16	10/31/16	M-F 430p-5p	M-F 430p-5p		:30			P2		NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				1	\$1,600.00					
10	KWQC	10/25/16	10/31/16	M-F 5pm News	M-F 5p-530p		:30			P2		NM	3	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				3	\$3,600.00					
11	KWQC	10/25/16	10/31/16	M-F 5a News	M-F 5a-6a		:30			P2		NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

(\* 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. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Priorities USA Action	10/21/16 / 10/21/16

*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:		10/25/16	10/31/16	MTWTF--				1	\$1,600.00					
12	KWQC	10/25/16	10/31/16	NBC Nightly News WK-M-F	530p-6p		:30			P2		NM	1	\$10,000.00
Week:		10/25/16	10/31/16	MTWTF--				1	\$10,000.00					
13	KWQC	10/25/16	10/31/16	M-F 6pm News	M-F 6p-630p		:30			P2		NM	4	\$24,000.00
Week:		10/25/16	10/31/16	MTWTF--				4	\$6,000.00					
14	KWQC	10/25/16	10/31/16	M-F 6am News	M-F 6a-7a		:30			P2		NM	2	\$6,400.00
Week:		10/25/16	10/31/16	MTWTF--				2	\$3,200.00					
N 15	KWQC	10/25/16	10/31/16	M-F 630p-7p	M-F 630p-7p		:30			P2		NM	1	\$10,000.00
Week:		10/25/16	10/31/16	MTWTF--				1	\$10,000.00					
16	KWQC	10/25/16	10/31/16	Today Show M-F	M-F 7a-9a		:30			P2		NM	6	\$19,200.00
Week:		10/25/16	10/31/16	MTWTF--				6	\$3,200.00					
17	KWQC	10/25/16	10/31/16	M-F 9am Today Show	M-F 9a-10a		:30			P2		NM	1	\$2,000.00
Week:		10/25/16	10/31/16	MTWTF--				1	\$2,000.00					
D 18	KWQC	10/31/16	10/31/16	Mon Hour 3	M 9p-10p		:30			P2		NM	0	\$0.00
19	KWQC	10/29/16	10/29/16	SNL	Sa 1030p-1204x		:30			P2		NM	1	\$3,000.00
Week:		10/24/16	10/30/16	-----1-				1	\$3,000.00					
D 20	KWQC	10/29/16	10/29/16	Sa 5a-6a	Sa 5a-6a		:30			P2		NM	0	\$0.00
21	KWQC	10/29/16	10/29/16	Sa 6pm News	Sa 6p-630p		:30			P2		NM	1	\$3,000.00
Week:		10/24/16	10/30/16	-----1-				1	\$3,000.00					
D 22	KWQC	10/29/16	10/29/16	Sa 6a News	Sa 6a-7a		:30			P2		NM	0	\$0.00
D 23	KWQC	10/29/16	10/29/16	Today Show Sa	Sa 7a-9a		:30			P2		NM	0	\$0.00
24	KWQC	10/29/16	10/29/16	Sa 830a News	Sa 830a-9a		:30			P2		NM	1	\$600.00
Week:		10/24/16	10/30/16	-----1-				1	\$600.00					
25	KWQC	10/30/16	10/30/16	Su 5pm News	Su 5p-530p		:30			P2		NM	1	\$3,200.00
Week:		10/24/16	10/30/16	-----1				1	\$3,200.00					
D 26	KWQC	10/30/16	10/30/16	Su 6a News	Su 6a-7a		:30			P2		NM	0	\$0.00
27	KWQC	10/30/16	10/30/16	NFL Regular Season	NFL Regular Sea		:30			P2		NM	1	\$8,000.00
Week:		10/24/16	10/30/16	-----1				1	\$8,000.00					
28	KWQC	10/30/16	10/30/16	Today Show Su	Su 7a-8a		:30			P2		NM	1	\$1,400.00
Week:		10/24/16	10/30/16	-----1				1	\$1,400.00					
29	KWQC	10/30/16	10/30/16	Su 8a News	Su 8a-9a		:30			P2		NM	1	\$600.00
Week:		10/24/16	10/30/16	-----1				1	\$600.00					
30	KWQC	10/25/16	10/25/16	Tue Hour 3	Tu 9p-10p		:30			P2		NM	1	\$10,000.00
Week:		10/25/16	10/25/16	-----1				1	\$10,000.00					

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Week:		10/24/16	10/30/16	-1-----				1	\$10,000.00					
N 31	KWQC	10/25/16	10/31/16	M-F 630p-7p	M-F 630p-7p		1:00			P2		NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/25/16	10/31/16	MTWTF--				1	\$20,000.00					
N 32	KWQC	10/25/16	10/31/16	M-F 430p-5p	M-F 430p-5p		1:00			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:		10/25/16	10/31/16	MTWTF--				1	\$3,200.00					
Totals									0.00				39	\$171,300.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/24/16 - 10/30/16	32	\$132,100.00	(\$19,815.00)	\$112,285.00
10/31/16 - 11/06/16	7	\$39,200.00	(\$5,880.00)	\$33,320.00
<b>Totals</b>	39	\$171,300.00	(\$25,695.00)	\$145,605.00

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

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