

# CONTRACT



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

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>689562 /       |   | <u>Alt Order #</u><br>WOC10774552                      |
| <u>Product</u><br>MAMAN                      |   |  |
| <u>Contract Dates</u><br>11/13/17 - 11/17/17 |   | <u>Estimate #</u><br>5418                              |
| <u>Advertiser</u><br>American Action Network |   | <u>Original Date / Revision</u><br>11/09/17 / 11/09/17 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast        | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>KWQC                      | <u>Account Executive</u><br>Davenport House | <u>Sales Office</u><br>Davenport Natio                 |
| <u>Special Handling</u>                      |   |  |
| <u>Demographic</u><br>Adults 35+             |   |  |
|  |   | <u>Total Ratings</u><br>39.40                          |
| <u>Agy Code</u><br>9912736                   | <u>Advertiser Code</u><br>198               | <u>Product 1/2</u><br>444                              |
| <u>Agency Ref</u><br>1244                    |   | <u>Advertiser Ref</u><br>56077                         |

And:

**Mentzer Media Services**  
 210 W Penn Ave  
 STE 250  
 Towson, MD 21204

| *Line         | Ch   | Start Date        | End Date        | Description     | Start/End Time | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |            |
|---------------|------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|------------|
| N 1           | KWQC | 11/13/17          | 11/17/17        | Today Show      | 7a-9a          |      | :30    |                   |             |               | NM   | 2     | \$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:         |      | 11/13/17          | 11/19/17        | -1--1--         |                |      |        | 2                 | \$700.00    | 7.10          |      |       |            |            |
| N 2           | KWQC | 11/13/17          | 11/16/17        | M-F 6p News     | 6p-630p        |      | :30    |                   |             |               | NM   | 2     | \$2,000.00 |            |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |            |
| Week:         |      | 11/13/17          | 11/19/17        | 1--1---         |                |      |        | 2                 | \$1,000.00  | 12.60         |      |       |            |            |
| <b>Totals</b> |      |                   |                 |                 |                |      |        |                   |             |               |      | 39.40 | 4          | \$3,400.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|------------|
| 10/30/17 - 11/17/17 | 4          | \$3,400.00   | (\$510.00)   | \$2,890.00 |
| <b>Totals</b>       | 4          | \$3,400.00   | (\$510.00)   | \$2,890.00 |

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