

# CONTRACT



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

**COPY**

<u>Contract / Revision</u> 403187 /	<u>Alt Order #</u> 08432007
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<u>Product</u> DSCC IE	
<u>Contract Dates</u> 11/01/16 - 11/07/16	<u>Estimate #</u> 5868
<u>Advertiser</u> DSCC IE	<u>Original Date / Revision</u> 10/31/16 / 10/31/16

And:

Great American Media  
 3050 K Street NW  
 Suite 100  
 Washington, DC 20007

<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> 13721	<u>Advertiser Code</u> 49	<u>Product Code</u> 53
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	11/01/16	11/07/16	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				3	\$150.00	0.00			
N 2	11	11/01/16	11/07/16	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				3	\$100.00	0.00			
N 3	11	11/01/16	11/07/16	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				3	\$125.00	0.00			
N 4	11	11/01/16	11/07/16	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				3	\$125.00	0.00			
N 5	11	11/01/16	11/07/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				3	\$150.00	0.00			
N 6	11	11/01/16	11/07/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				2	\$450.00	0.00			
N 7	11	11/01/16	11/07/16	M-F 6a-630a	6a-630a		:30				NM	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:		11/01/16	11/07/16	MTWTF--				2	\$50.00	0.00			
N 8	11	11/01/16	11/07/16	M-F 630a-7a	6:30 AM-7:00 AM		:30				NM	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:		11/01/16	11/07/16	MTWTF--				2	\$50.00	0.00			
N 9	11	11/01/16	11/07/16	M-F 7p-8p	7:30 PM-8:00 PM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				2	\$500.00	0.00			
N 10	11	11/01/16	11/07/16	M-F 7a-8a	7:00 AM-8:00 AM		:30				NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				3	\$50.00	0.00			
N 11	11	11/01/16	11/07/16	M-F 7p-8p	7:30 PM-8:00 PM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				2	\$500.00	0.00			
N 12	11	11/01/16	11/07/16	M-F 8a-9a	8:00 AM-9:00 AM		:30				NM	3	\$300.00

(\* 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.



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<u>Contract / Revision</u> 403187 / 1		<u>Alt Order #</u> 08432007
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		<u>Estimate #</u> 5868
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				3	\$100.00	0.00			
N 13	11	11/05/16	11/05/16	Sa 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$1,200.00	0.00			
N 14	11	11/06/16	11/06/16	Su 12p-6p	2:00 PM-4:00 PM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----2				2	\$100.00	0.00			
<b>Totals</b>										0.00		34	\$6,900.00

Time Period	# of Spots	Gross Amount	Net Amount
10/31/16 - 11/07/16	34	\$6,900.00	\$5,865.00
<b>Totals</b>	34	\$6,900.00	\$5,865.00

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

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

CONTRACT WORKSHEET  
 8432007

HARRIS SL104 PAGE 1  
 RUN ON OCT31/16 AT 10:36  
 FROM STATION

MACKENZIE MILLER  
 GREAT AMERICAN MEDIA  
 3050 K STREET NW - SUITE 1000  
 WASHINGTON, DC 20007

**COPY**

ISS/DSCC IE  
 DSCC IE  
 NOV1/16 - NOV7/16 1WKS  
 TERESA DIFURIA  
 TYPE O  
 CTG POLT  
 EST 5868

REP: NEW ORDER FOR DSCC IE  
 TOTAL 6900  
 PLS CFM THANKS  
 ALLIE

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 DSCC IE

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
1	TU-F,M	100P-200P	30	NOV01-NOV7		3	\$150.00	3	\$450.00
AGENCY ADVERTISER CODE = 49 AGENCY PRODUCT CODE = 53 AGENCY EST# = 5868									
PROGRAM : STEVE WILKOS CON COM1 : STEVE WILKOS									
2	TU-F,M	1000A-1100A	30	NOV01-NOV7		3	\$100.00	3	\$300.00
PROGRAM : WENDY WILLIAMS CON COM1 : WENDY WILLIAMS									
3	TU-F,M	1100A-1200N	30	NOV01-NOV7		3	\$125.00	3	\$375.00
PROGRAM : THE REAL CON COM1 : THE REAL									
4	TU-F,M	200P-300P	30	NOV01-NOV7		3	\$125.00	3	\$375.00
PROGRAM : THE ROBERT IRVINE SHOW CON COM1 : THE ROBERT IRVINE SHOW									
5	TU-F,M	300P-400P	30	NOV01-NOV7		3	\$150.00	3	\$450.00
PROGRAM : JERRY SPRINGER CON COM1 : JERRY SPRINGER									
6	TU-F,M	530P-600P	30	NOV01-NOV7		2	\$450.00	2	\$900.00
PROGRAM : MIKE & MOLLY CON COM1 : MIKE & MOLLY									

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

CONTRACT WORKSHEET  
 8432007

HARRIS SL104 PAGE 2  
 RUN ON OCT31/16 AT 10:36  
 FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
7	TU-F,M	600A-630A	30	NOV01-NOV7		2	\$50.00	2	\$100.00
PROGRAM : KING OF QUEENS CON COM1: KING OF QUEENS									
8	TU-F,M	630A-700A	30	NOV01-NOV7		2	\$50.00	2	\$100.00
PROGRAM : MIKE & MOLLY CON COM1: MIKE & MOLLY									
9	TU-F,M	700P-730P	30	NOV01-NOV7		2	\$500.00	2	\$1,000.00
PROGRAM : KPLR NEWS @ 7PM CON COM1: KPLR NEWS @ 7PM									
10	TU-F,M	700A-800A	30	NOV01-NOV7		3	\$50.00	3	\$150.00
PROGRAM : ANDY GRIFFITH CON COM1: ANDY GRIFFITH									
11	TU-F,M	730P-800P	30	NOV01-NOV7		2	\$500.00	2	\$1,000.00
PROGRAM : KPLR NEWS @ 730PM CON COM1: KPLR NEWS @ 730PM									
12	TU-F,M	800A-900A	30	NOV01-NOV7		3	\$100.00	3	\$300.00
PROGRAM : THE DOCTORS CON COM1: THE DOCTORS									
13	SAT	600P-630P	30	NOV05		1	\$1,200.00	1	\$1,200.00
PROGRAM : BIG BANG THEORY CON COM1: BIG BANG THEORY									
14	SUN	200P-400P	30	NOV06		2	\$100.00	2	\$200.00
PROGRAM : WEEKEND MOVIE CON COM1: WEEKEND MOVIE									

CONTRACT TOTAL \$6,900.00  
 TOTAL SPOTS 34

MARKET TOTALS \$115,000 KPLR 6% KDNL 5% KMOV 30% KSDK 35% KTVI 24% 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

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

CONTRACT WORKSHEET  
 8432007

HARRIS SL104 PAGE 3  
 RUN ON OCT31/16 AT 10:36  
 FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL	Z-COMMENTS
P-CLASS, PLAN, SECT		Q-PAID PGM	R-RATE	S-SPOTS PER WEEK		T-TIME	X-LATE	Y-DAYS		*-MULTIPLE