

CONTRACT

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

COPY

And:

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

Contract / Revision 403187 /		Alt Order # 08432007
Product DSCC IE		
Contract Dates 11/01/16 - 11/07/16		Estimate # 5868
Advertiser DSCC IE		Original Date / Revision 10/31/16 / 10/31/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KPLR-TV	Account Executive Teresa DiFuria	Sales Office NSO Philadelphi
Special Handling		
Demographic Adults 35+		
IDB# 13721	Advertiser Code 49	Product Code 53
Agency Ref		Advertiser Ref

*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.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
403187 /	08432007

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/16 - 11/07/16	DSCC IE	5868

<u>Advertiser</u>	<u>Original Date / Revision</u>
DSCC IE	10/31/16 / 10/31/16

*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:		11/01/16	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			
Totals										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
Totals	34	\$6,900.00	\$5,865.00

Signature: _____ **Date:** _____

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

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

NEW ORDER FOR
TOTAL 6900
PLS CFM THANKS
ALLIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

DSCC IH

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 49 AGENCY PRODUCT CODE = 53 AGENCY EST# = 5868									
1	TU-F,M	100P-200P	30	NOV01-NOV7		3	\$150.00	3	\$450.00
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.
 KEPLR-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									
NOV/16 \$6,900.00									
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.
 KPLR-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	Z-COMMENTS	*-MULTIPLE	