

CONTRACT



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

<u>Contract / Revision</u> 376131 /		<u>Alt Order #</u> 08363220
<u>Product</u> HAWLEY 4 ATTRNY GEN		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u> 7746
<u>Advertiser</u> Hawley/R/Attorney General/MO		<u>Original Date / Revision</u> 09/08/16 / 09/08/16
<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>Total Ratings</u> 43.20
<u>IDB#</u> 14097	<u>Advertiser Code</u> 441	<u>Product Code</u> 842
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	10/14/16	10/14/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	----1--				1	\$900.00	3.40			
N 2	11	10/14/16	10/14/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	----1--				1	\$900.00	3.40			
N 3	11	10/17/16	10/17/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----				1	\$900.00	3.40			
N 4	11	10/17/16	10/17/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----				1	\$900.00	3.40			
N 5	11	10/15/16	10/15/16	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----1-				1	\$650.00	2.50			
N 6	11	10/15/16	10/15/16	Sa Non-Net Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----1-				1	\$275.00	1.00			
N 7	11	10/16/16	10/16/16	Su 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----1				1	\$225.00	2.20			
N 8	11	10/16/16	10/16/16	Su 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----1				1	\$900.00	2.80			
N 9	11	10/16/16	10/16/16	Su Non-Net Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----1				1	\$275.00	0.70			
N 10	11	10/13/16	10/13/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---				1	\$900.00	3.40			
N 11	11	10/13/16	10/13/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	---1---				1	\$900.00	3.40			
N 12	11	10/11/16	10/11/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$900.00

(* 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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2250 Ball Dr
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(314) 213-2222

<u>Contract / Revision</u>	<u>Alt Order #</u>
376131 /	08363220

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/16 - 10/17/16	HAWLEY 4 ATTRNY GE	7746

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hawley/R/Attorney Gener	09/08/16 / 09/08/16

*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:		10/10/16	10/16/16	-1-----				1	\$900.00	3.40			
N 13	11	10/11/16	10/11/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-1-----				1	\$900.00	3.40			
N 14	11	10/12/16	10/12/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	--1----				1	\$900.00	3.40			
N 15	11	10/12/16	10/12/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	--1----				1	\$900.00	3.40			
Totals										43.20		15	\$11,325.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/17/16	15	\$11,325.00	\$9,626.25
Totals	15	\$11,325.00	\$9,626.25

Signature: _____ **Date:** _____

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REP HEADLINE# 8363220
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP

SEP6/16 15.36
*** KPLR-TV ***

ADV # ADV. NAME POLI/J HAWLEY/R/ATG/MO

AGY # 658 AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # 11 SALESMAN #

BUYER NAME NMRRP MEDIAASSISTANT

SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 8363220

CLASS: NATL. LOCAL REGIONAL

PRDCT HAWLEY 4 ATTRNY GEN EST#7746 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT11/16 OCT17/16 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP6/16 15.36

REP: NEW ORDER FOR JOSH HAWLEY FOR ATTORNEY GENERAL
TOTAL 11,325
PLS CFM THANKS
ALLIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
JOSH HAWLEY FOR ATTORNEY GENERAL

OK 9/6

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 441
AGENCY PRODUCT CODE = 842
AGENCY EST# = 7746

1			600P-630P	30	4	\$900.00	10/14	10/14	1		FRI	1
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PROGRAM : BIG BNG THEORY
RA35-64 : 3.4
CON COM1: BIG BNG THEORY

2			630P-700P	30	4	\$900.00	10/14	10/14	1		FRI	1
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PROGRAM : BG BNG THRY B
RA35-64 : 3.4
CON COM1: BG BNG THRY B

REP HEADLINE# 8363220
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP6/16 15.36
*** KPLR-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			600P-630P PROGRAM : BIG BNG THEORY RA35-64 : 3.4 CON COM1: BIG BNG THEORY	30	4	\$900.00	10/17	10/17	1		MON	1
4			630P-700P PROGRAM : BG BNG THRY B RA35-64 : 3.4 CON COM1: BG BNG THRY B	30	4	\$900.00	10/17	10/17	1		MON	1
5			630P-700P PROGRAM : BG-THEORY SA B RA35-64 : 2.5 CON COM1: BG-THEORY SA B	30	4	\$650.00	10/15	10/15	1		SAT	1
6			900P-1000P PROGRAM : ELEMENTARY RA35-64 : 1.0 CON COM1: ELEMENTARY	30	4	\$275.00	10/15	10/15	1		SAT	1
7			530P-600P PROGRAM : MIKE&MLLY WK B RA35-64 : 2.2 CON COM1: MIKE&MLLY WK B	30	4	\$225.00	10/16	10/16	1		SUN	1
8			600P-630P PROGRAM : BG BNG THRY SU RA35-64 : 2.8 CON COM1: BG BNG THRY SU	30	4	\$900.00	10/16	10/16	1		SUN	1
9			800P-900P PROGRAM : PERSN-INTEREST RA35-64 : 0.7 CON COM1: PERSN-INTEREST	30	4	\$275.00	10/16	10/16	1		SUN	1
10			600P-630P PROGRAM : BIG BNG THEORY RA35-64 : 3.4 CON COM1: BIG BNG THEORY	30	4	\$900.00	10/13	10/13	1		THU	1

REP HEADLINE# 8363220
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
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SEP6/16 15.36
 *** KPLR-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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11			630P-700P	30	4	\$900.00	10/13	10/13	1		THU	1
PROGRAM : BG BNG THRY B												
RA35-64 : 3.4												
CON COM1: BG BNG THRY B												

12			600P-630P	30	4	\$900.00	10/11	10/11	1		TUE	1
PROGRAM : BIG BNG THEORY												
RA35-64 : 3.4												
CON COM1: BIG BNG THEORY												

13			630P-700P	30	4	\$900.00	10/11	10/11	1		TUE	1
PROGRAM : BG BNG THRY B												
RA35-64 : 3.4												
CON COM1: BG BNG THRY B												

14			600P-630P	30	4	\$900.00	10/12	10/12	1		WED	1
PROGRAM : BIG BNG THEORY												
RA35-64 : 3.4												
CON COM1: BIG BNG THEORY												

15			630P-700P	30	4	\$900.00	10/12	10/12	1		WED	1
PROGRAM : BG BNG THRY B												
RA35-64 : 3.4												
CON COM1: BG BNG THRY B												

OCT/16 11325.00

CONTRACT TOTAL 11325.00
 TOTAL SPOTS 15

MARKET TOTALS \$125,833 KPLR 9% KDNL 4% KMOV 35% KSDK 24% KTVI 28% WPXS 0% WRBU 0%
 CABL 0%

SVC- NSI
 DEMOS- RA35-64*