



WHO
1801 Grand Ave
Des Moines, IA 50309
(515) 242-3500

CONTRACT

Contract / Revision 751799 /		Alt Order # 09285167
Product DEM PRY/GUSTAFSON		
Contract Dates 10/16/18 - 10/22/18		Estimate # 7543
Advertiser Gustafson,A/D/Senate IA Democratic Party		Original Date / Revision 10/12/18 / 10/12/18
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WHO	Account Executive Cheryl Long	Sales Office NSO Washingto
Special Handling		
Demographic Adults 35+		
Agy Code 13721	Advertiser Code 465	Product 1/2 496
Agency Ref		Advertiser Ref

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	10/16/18	10/19/18	Today In Iowa	5:30 AM-6:00 AM		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				3	\$150.00				
N 2	13	10/16/18	10/19/18	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				3	\$75.00				
N 3	13	10/16/18	10/19/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				4	\$325.00				
N 4	13	10/16/18	10/19/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				1	\$800.00				
N 5	13	10/20/18	10/20/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1-				1	\$225.00				
N 6	13	10/21/18	10/21/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1				1	\$200.00				
N 7	13	10/16/18	10/19/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				3	\$850.00				
N 8	13	10/20/18	10/20/18	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1-				1	\$225.00				
N 9	13	10/22/18	10/22/18	Monday Prime 2 HR	7:00 PM-9:00 PM		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	1-----				1	\$1,800.00				
N 10	13	10/17/18	10/17/18	Wednesday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	--1----				1	\$500.00				
N 11	13	10/16/18	10/19/18	Channel 13 News @ 10p	10:00 PM-10:35 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				1	\$650.00				
N 12	13	10/16/18	10/19/18	Today In Iowa	6:00 AM-7:00 AM		:30				NM	3	\$1,050.00

(* 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>Advertiser</u> Gustafson,A/D/Senate IA		<u>Original Date / Revision</u> 10/12/18 / 10/12/18

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				3	\$350.00				
N 13	13	10/20/18	10/20/18	Sa 10p-1030p	10:00 PM-10:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1-				1	\$400.00				
N 14	13	10/16/18	10/19/18	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				2	\$225.00				
N 15	13	10/21/18	10/21/18	Su 1035p-1105p	10:35 PM-11:05 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1				1	\$150.00				
N 16	13	10/16/18	10/19/18	Today	7:00 AM-9:00 AM		:30				NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				3	\$325.00				
N 17	13	10/20/18	10/20/18	Sa 8a-10a	8:00 AM-10:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1-				1	\$150.00				
N 18	13	10/21/18	10/21/18	Su 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1				1	\$110.00				
N 19	13	10/21/18	10/21/18	Su 8a-10a	8:00 AM-10:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1				1	\$150.00				
N 20	13	10/16/18	10/19/18	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				3	\$110.00				
N 21	13	10/16/18	10/19/18	M-F 3p-330p	3:00 PM-3:30 PM		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				2	\$75.00				
N 22	13	10/16/18	10/19/18	M-F 330p-4p	3:30 PM-4:00 PM		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				2	\$150.00				
N 23	13	10/16/18	10/19/18	Today In Iowa	5:00 AM-5:30 AM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-TWTF--				1	\$100.00				
Totals								0.00				41	\$13,240.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/22/18	41	\$13,240.00	(\$1,986.00)	\$11,254.00
Totals	41	\$13,240.00	(\$1,986.00)	\$11,254.00

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, Bradley Perseke,

being/on behalf of: Iowa Democratic Party,

a legally qualified candidate of the AMBER GUSTAFSON

political party for the office of: State Senate

in the GENERAL

election to be held on: Nov 6th 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		AS	ordered		

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Iowa Democratic Party

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Ken Sagar

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/4/18
Date

[Signature]
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title