



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

CONTRACT

| | | |
|--|---|--|
| <u>Contract / Revision</u> 233590 / | | <u>Alt Order #</u> 08035521 |
| <u>Product</u> PURPLE PAC | | |
| <u>Contract Dates</u> 01/26/16 - 02/01/16 | | <u>Estimate #</u> 916 |
| <u>Advertiser</u> Purple Pac | | <u>Original Date / Revision</u> 01/27/16 / 01/27/16 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WHO | <u>Account Executive</u> Cheryl Long | <u>Sales Office</u> NSO Washingto |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 119 | <u>Product Code</u> 319 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

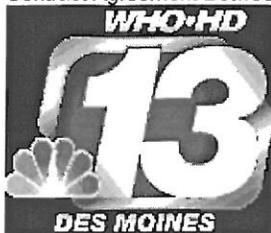
And:

Arlington Edits
 PO Box 95
 Alexandria, VA 22313

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|--|-------------------|-------------------|------------------------|-----------------------|-----------------|---------------|-------------------|-----------------------|---------------|-------------|-------|-------------|
| 1 | 13 | 01/26/16 | 02/01/16 | Channel 13 News @ 10p | 10:00 PM-10:30 PM | | :30 | | | | NM | 4 | \$14,580.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/26/16 | 02/01/16 | MTWTF-- | | | | 4 | \$3,645.00 | 0.00 | | | |
| 2 | 13 | 01/26/16 | 02/01/16 | Channel 13 News @ Noon | 12:00 PM-1:00 PM | | :30 | | | | NM | 2 | \$1,130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/26/16 | 02/01/16 | MTWTF-- | | | | 2 | \$565.00 | 0.00 | | | |
| 3 | 13 | 01/26/16 | 02/01/16 | M-F 3p-330p | 3:00 PM-3:30 PM | | :30 | | | | NM | 2 | \$680.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/26/16 | 02/01/16 | MTWTF-- | | | | 2 | \$340.00 | 0.00 | | | |
| 4 | 13 | 01/26/16 | 02/01/16 | M-F 330p-4p | 3:30 PM-4:00 PM | | :30 | | | | NM | 2 | \$810.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/26/16 | 02/01/16 | MTWTF-- | | | | 2 | \$405.00 | 0.00 | | | |
| 5 | 13 | 01/26/16 | 02/01/16 | Channel 13 News @ 4p | 4:00 PM-5:00 PM | | :30 | | | | NM | 2 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/26/16 | 02/01/16 | MTWTF-- | | | | 2 | \$675.00 | 0.00 | | | |
| N 6 | 13 | 01/26/16 | 02/01/16 | Channel 13 News @ 5p | 5:00 PM-5:30 PM | | :30 | | | | NM | 1 | \$1,775.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/26/16 | 02/01/16 | MTWTF-- | | | | 2 | \$1,775.00 | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| | 2 | 13 | 01/26/16-02/01/16 | Channel 13 News @ 5p | 5:00 PM-5:30 PM | MTuWThF---- | :30 | | \$1,775.00 | 0.00 | NM | | |
| | See MG 14.6,14.7,14.8,14.9,14.10,14.11 | | | | | | | | | | | | |
| 7 | 13 | 01/26/16 | 02/01/16 | Channel 13 News @ 6p | 6:00 PM-6:30 PM | | :30 | | | | NM | 4 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/26/16 | 02/01/16 | MTWTF-- | | | | 4 | \$2,500.00 | 0.00 | | | |
| 8 | 13 | 01/26/16 | 02/01/16 | Today In Iowa | 6:00 AM-7:00 AM | | :30 | | | | NM | 5 | \$8,875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/26/16 | 02/01/16 | MTWTF-- | | | | 5 | \$1,775.00 | 0.00 | | | |
| 9 | 13 | 01/26/16 | 02/01/16 | M-F 630p-7p | 6:30 PM-7:00 PM | | :30 | | | | NM | 3 | \$14,175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/26/16 | 02/01/16 | MTWTF-- | | | | 3 | \$4,725.00 | 0.00 | | | |
| 10 | 13 | 01/26/16 | 02/01/16 | Today | 7:00 AM-9:00 AM | | :30 | | | | NM | 5 | \$7,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/26/16 | 02/01/16 | MTWTF-- | | | | 5 | \$1,540.00 | 0.00 | | | |
| 11 | 13 | 01/30/16 | 01/30/16 | Channel 13 News @ 6p | 6:00 PM-6:30 PM | | :30 | | | | NM | 1 | \$1,260.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| <u>Contract / Revision</u> 233590 / | <u>Alt Order #</u> 08035521 |
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| <u>Contract Dates</u> 01/26/16 - 02/01/16 | <u>Product</u> PURPLE PAC | <u>Estimate #</u> 916 |
|--|------------------------------|--------------------------|

| | |
|---------------------------------|--|
| <u>Advertiser</u> Purple Pac | <u>Original Date / Revision</u> 01/27/16 / 01/27/16 |
|---------------------------------|--|

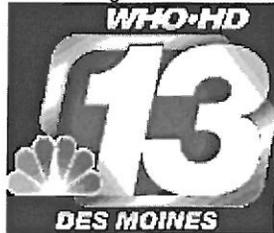
| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---|-----------|-------------------|-----------------|------------------------|-----------------------|-----------------|---------------|-------------------|-----------------------|---------------|-------------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/25/16 | 01/31/16 | -----1- | | | | 1 | \$1,260.00 | 0.00 | | | |
| 12 | 13 | 01/31/16 | 01/31/16 | Channel 13 News @ 5p | 5:00 PM-5:30 PM | | :30 | | | | NM | 1 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/25/16 | 01/31/16 | -----1 | | | | 1 | \$1,050.00 | 0.00 | | | |
| 13 | 13 | 01/26/16 | 02/01/16 | M-F 10a-11a | 10a-11a | | :30 | | | | NM | 5 | \$2,025.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/25/16 | 01/31/16 | -TWTF-- | | | | 4 | \$405.00 | 0.00 | | | |
| Week: | | 02/01/16 | 02/07/16 | M----- | | | | 1 | \$405.00 | 0.00 | | | |
| N 14 | 13 | 01/26/16 | 02/01/16 | M-F 9a-10a | 9a-10a | | :30 | | | | NM | 8 | \$7,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/25/16 | 01/31/16 | -TWTF-- | | | | 4 | \$565.00 | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| 1 | 13 | 01/25/16-01/31/16 | | M-F 9a-10a | 9a-10a | -TuWThF---- | :30 | | \$565.00 | 0.00 | NM | | |
| See MG 14.6, 14.7, 14.8, 14.9, 14.10, 14.11 | | | | | | | | | | | | | |
| 3 | 13 | 01/25/16-01/31/16 | | M-F 9a-10a | 9a-10a | -TuWThF---- | :30 | | \$565.00 | 0.00 | NM | | |
| See MG 14.6, 14.7, 14.8, 14.9, 14.10, 14.11 | | | | | | | | | | | | | |
| 4 | 13 | 01/25/16-01/31/16 | | M-F 9a-10a | 9a-10a | -TuWThF---- | :30 | | \$565.00 | 0.00 | NM | | |
| See MG 14.6, 14.7, 14.8, 14.9, 14.10, 14.11 | | | | | | | | | | | | | |
| 6 | 13 | 01/30/16-01/30/16 | | Sa 630p-7p | 630p-7p | -----Sa-- | :30 | | \$3,000.00 | 0.00 | NM | | |
| Ⓜ MG for 14.4, 14.1, 16.1, 6.2, 14.3 | | | | | | | | | | | | | |
| 7 | 13 | 01/30/16-01/30/16 | | Saturday Prime | 7p-10p | -----Sa-- | :30 | | \$1,600.00 | 0.00 | NM | | |
| Ⓜ MG for 14.4, 14.1, 16.1, 6.2, 14.3 | | | | | | | | | | | | | |
| 8 | 13 | 02/01/16-02/01/16 | | Today In Iowa | 530a-6a | M----- | :30 | | \$1,250.00 | 0.00 | NM | | |
| Ⓜ MG for 14.4, 14.1, 16.1, 6.2, 14.3 | | | | | | | | | | | | | |
| 9 | 13 | 01/31/16-01/31/16 | | Su 1105p-1135p | 1105p-1135p | -----Su | :30 | | \$200.00 | 0.00 | NM | | |
| Ⓜ MG for 14.4, 14.1, 16.1, 6.2, 14.3 | | | | | | | | | | | | | |
| 10 | 13 | 01/31/16-01/31/16 | | Su 1135p-1235a | 1135p-1235a | -----Su | :30 | | \$150.00 | 0.00 | NM | | |
| Ⓜ MG for 14.4, 14.1, 16.1, 6.2, 14.3 | | | | | | | | | | | | | |
| 11 | 13 | 01/31/16-01/31/16 | | Su 5a-6a | 5a-6a | -----Su | :30 | | \$20.00 | 0.00 | NM | | |
| Ⓜ MG for 14.4, 14.1, 16.1, 6.2, 14.3 | | | | | | | | | | | | | |
| Week: | | 02/01/16 | 02/07/16 | M----- | | | | 1 | \$565.00 | 0.00 | | | |
| 15 | 13 | 01/31/16 | 01/31/16 | Sunday Prime Hour 1 | 6p-7p | | :30 | | | | NM | 2 | \$4,660.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/25/16 | 01/31/16 | -----S | | | | 2 | \$2,330.00 | 0.00 | | | |
| N 16 | 13 | 01/27/16 | 01/27/16 | Wednesday Prime Hour 2 | 8p-9p | | :30 | | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/25/16 | 01/31/16 | --W---- | | | | 1 | \$2,750.00 | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | |
| 1 | 13 | 01/25/16-01/31/16 | | Wednesday Prime Hour 2 | 8p-9p | ---W----- | :30 | | \$2,750.00 | 0.00 | NM | | |
| See MG 14.6, 14.7, 14.8, 14.9, 14.10, 14.11 | | | | | | | | | | | | | |
| Totals | | | | | | | | | | 0.00 | | 47 | \$77,420.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|-------------|
| 12/28/15 -01/31/16 | 39 | \$70,305.00 | \$59,759.25 |
| 02/01/16 -02/01/16 | 8 | \$7,115.00 | \$6,047.75 |
| Totals | 47 | \$77,420.00 | \$65,807.00 |

Signature: _____ Date: _____

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| 233590 / | 08035521 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 01/26/16 - 02/01/16 | PURPLE PAC | 916 |

| | |
|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Purple Pac | 01/27/16 / 01/27/16 |

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