

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>

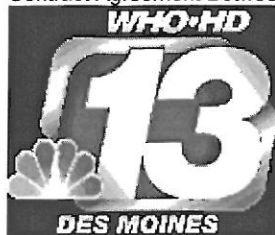
And:

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)

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>	<u>Alt Order #</u>
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

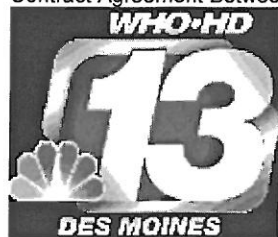
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/25/16	01/31/16	-----1-				1	\$1,260.00	0.00			
12	13	01/31/16	01/31/16	Channel 13 News @ 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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