

# CONTRACT



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

[www.kfor.com](http://www.kfor.com)

And:

**Strategic Media Placement**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

<u>Contract / Revision</u> 730416 / 2		<u>Alt Order #</u> 10283285
<u>Product</u> <b>TW SHANNON 4 SENATE</b>		
<u>Contract Dates</u> <b>04/14/14 - 04/30/14</b>	<u>Estimate #</u> <b>3461</b>	
<u>Advertiser</u> <b>Shannon / R / US Senate</b>		<u>Original Date / Revision</u> 04/11/14 / 04/15/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KFOR</b>	<u>Account Executive</u> Fran Brown	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

Paid for by: TW Shannon for Senate

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	4	04/21/14	04/25/14	NewsChannel 4 @ 6AM	6-7am		:30				NM	3	\$1,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/21/14	04/27/14	M-W-F--				3	\$640.00	0.00			
2	4	04/14/14	04/16/14	Today Show	7-9am		:30				NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/14/14	04/20/14	MTW----				3	\$375.00	0.00			
3	4	04/21/14	04/24/14	Today Show	7-9am		:30				NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/21/14	04/27/14	M-T---				2	\$375.00	0.00			
4	4	04/19/14	04/26/14	NewsChannel 4 @ 8AM (Sa)	8-9am		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/14/14	04/20/14	-----S-				1	\$325.00	0.00			
Week:		04/21/14	04/27/14	-----S-				1	\$325.00	0.00			
5	4	04/20/14	04/27/14	NewsChannel 4 @ 8AM (Su)	8-930am		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/14/14	04/20/14	-----S				1	\$300.00	0.00			
Week:		04/21/14	04/27/14	-----S				1	\$300.00	0.00			
6	4	04/14/14	04/24/14	Today II 9AM-10AM	Today II 9AM-10AM		:30				NM	8	\$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:		04/14/14	04/20/14	MTWT---				4	\$125.00	0.00			
Week:		04/21/14	04/27/14	MTWT---				4	\$125.00	0.00			
7	4	04/14/14	04/17/14	11a-12n	11am-Noon		:30				NM	4	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/14/14	04/20/14	MTWT---				4	\$95.00	0.00			
8	4	04/21/14	04/24/14	11a-12n	11am-Noon		:30				NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/21/14	04/27/14	M-T---				2	\$95.00	0.00			
9	4	04/22/14	04/25/14	NewsChannel 4 @ Noon	12-1pm		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/21/14	04/27/14	-TW-F--				3	\$200.00	0.00			
10	4	04/14/14	04/17/14	2PM-3PM	2PM-3PM		:30				NM	4	\$400.00

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

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Contract / Revision	Alt Order #
730416 / 2	10283285

Contract Dates	Product	Estimate #
04/14/14 - 04/30/14	TW SHANNON 4 SENA	3461

Advertiser	Original Date / Revision
Shannon / R / US Senate	04/11/14 / 04/15/14

*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:		04/14/14	04/20/14	MTWT---				4	\$100.00	0.00			
11	4	04/14/14	04/17/14	NewsChannel 4 @ 6PM	6-630pm		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/14/14	04/20/14	M-WT---				3	\$600.00	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	4	04/14/14-04/20/14	NewsChannel 4 @ 6PM	6-630pm	M--WTh-----	:30		<del>\$600.00</del>	0.00	NM		
	See MG 11.4												
	2	4	04/14/14-04/20/14	NewsChannel 4 @ 6PM	6-630pm	M--WTh-----	:30		<del>\$600.00</del>	0.00	NM		
	See MG 11.5												
	4	4	04/21/14-04/21/14	Extra Edition	630-7pm	M-----	:30		\$600.00	0.00	NM		
	(M) MG for 11.1 04/17												
	5	4	04/28/14-04/28/14	NewsChannel 4 @ 6PM	6-630pm	M-----	:30		\$600.00	0.00	NM		
	(M) MG for 11.2 04/16												
12	4	04/21/14	04/24/14	NewsChannel 4 @ 6PM	6-630pm		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/21/14	04/27/14	MTWT---				4	\$600.00	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	4	04/21/14-04/27/14	NewsChannel 4 @ 6PM	6-630pm	MTuWTh-----	:30		<del>\$600.00</del>	0.00	NM		
	See MG 12.7												
	2	4	04/21/14-04/27/14	NewsChannel 4 @ 6PM	6-630pm	MTuWTh-----	:30		<del>\$600.00</del>	0.00	NM		
	See MG 12.6												
	3	4	04/21/14-04/27/14	NewsChannel 4 @ 6PM	6-630pm	MTuWTh-----	:30		<del>\$600.00</del>	0.00	NM		
	See MG 12.8												
	4	4	04/21/14-04/27/14	NewsChannel 4 @ 6PM	6-630pm	MTuWTh-----	:30		<del>\$600.00</del>	0.00	NM		
	See MG 12.5												
	5	4	04/22/14-04/22/14	Extra Edition	630-7pm	-Tu-----	:30		\$600.00	0.00	NM		
	(M) MG for 12.4 04/24												
	6	4	04/23/14-04/23/14	Extra Edition	630-7pm	---W-----	:30		\$600.00	0.00	NM		
	(M) MG for 12.2 04/21												
	7	4	04/16/14-04/16/14	Extra Edition	630-7pm	---W-----	:30		\$600.00	0.00	NM		
	(M) MG for 12.1 04/22												
	8	4	04/23/14-04/23/14	Extra Edition	630-7pm	---W-----	:30		\$600.00	0.00	NM		
	(M) MG for 12.3 04/23												
13	4	04/28/14	04/29/14	NewsChannel 4 @ 6AM	6-7am		:30				NM	2	\$1,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/28/14	05/04/14	MT-----				2	\$640.00	0.00			
14	4	04/30/14	04/30/14	Today Show	7-9am		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/28/14	05/04/14	--W----				1	\$375.00	0.00			
15	4	04/30/14	04/30/14	Today II 9AM-10AM	Today II 9AM-10AM		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/28/14	05/04/14	--W----				1	\$125.00	0.00			
16	4	04/28/14	04/29/14	NewsChannel 4 @ Noon	12-1pm		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/28/14	05/04/14	MT-----				2	\$200.00	0.00			
17	4	04/28/14	04/29/14	NewsChannel 4 @ 6PM	6-630pm		:30				NM	2	\$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:		04/28/14	05/04/14	MT-----				2	\$600.00	0.00			
Totals										0.00		48	\$15,195.00

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<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
03/31/14 - 04/27/14	39	\$11,215.00	\$9,532.75
04/28/14 - 04/30/14	9	\$3,980.00	\$3,383.00
<b>Totals</b>	<b>48</b>	<b>\$15,195.00</b>	<b>\$12,915.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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