

CONTRACT



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

COPY

And:

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

<u>Contract / Revision</u> 355413 /		<u>Alt Order #</u> 08322922
<u>Product</u> HAWLEY FOR ATRNY GEN		
<u>Contract Dates</u> 07/26/16 - 08/01/16		<u>Estimate #</u> 7446
<u>Advertiser</u> Hawley/R/Attorney General		<u>Original Date / Revision</u> 07/08/16 / 07/08/16
<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>IDB#</u> 14097	<u>Advertiser Code</u> 441	<u>Product Code</u> 842
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	07/29/16	07/29/16	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:		07/25/16	07/31/16	----1--				1	\$900.00	0.00			
N 2	11	07/29/16	07/29/16	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:		07/25/16	07/31/16	----1--				1	\$900.00	0.00			
N 3	11	08/01/16	08/01/16	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:		08/01/16	08/07/16	1-----				1	\$900.00	0.00			
N 4	11	08/01/16	08/01/16	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:		08/01/16	08/07/16	1-----				1	\$900.00	0.00			
N 5	11	07/30/16	07/30/16	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:		07/25/16	07/31/16	-----1-				1	\$650.00	0.00			
N 6	11	07/28/16	07/28/16	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:		07/25/16	07/31/16	---1---				1	\$900.00	0.00			
N 7	11	07/28/16	07/28/16	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:		07/25/16	07/31/16	---1---				1	\$900.00	0.00			
N 8	11	07/26/16	07/26/16	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:		07/25/16	07/31/16	-1-----				1	\$900.00	0.00			
N 9	11	07/26/16	07/26/16	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:		07/25/16	07/31/16	-1-----				1	\$900.00	0.00			
N 10	11	07/27/16	07/27/16	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:		07/25/16	07/31/16	--1----				1	\$900.00	0.00			
N 11	11	07/27/16	07/27/16	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:		07/25/16	07/31/16	--1----				1	\$900.00	0.00			
Totals										0.00		11	\$9,650.00

(* 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.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
355413 /	08322922

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/26/16 - 08/01/16	HAWLEY FOR ATRNY	7446

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hawley/R/Attorney Gener	07/08/16 / 07/08/16

Time Period	# of Spots	Gross Amount	Net Amount
06/27/16 -07/31/16	9	\$7,850.00	\$6,672.50
08/01/16 -08/01/16	2	\$1,800.00	\$1,530.00
Totals	11	\$9,650.00	\$8,202.50

Signature: _____ **Date:** _____

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CONTRACT WORKSHEET

222928

HARRIS SL104 PAGE 1
RUN ON JUL8/16 AT 13:01
FROM STATION

POLI/J HAWLEY/R/ATG/MO	TYPE O
HAWLEY FOR ATRNY GEN	CTG POLC
JUL26/16- AUG1/16	1WKS
TERESA DIFURIA	EST 7446

REP: NEW ORDER FOR JOSH HAWLEY FOR ATTORNEY GENERAL

NEW ORDER FOR
TOTAL 9650
PLS CFM THANKS
ALLIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

JOSH HAWLEY FOR ATTORNEY GENERAL

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 441 AGENCY EST# = 7446 AGENCY PRODUCT CODE = 842									
1	FRI	600P-630P	30	JUL29		1	\$900.00	1	\$900.00
PROGRAM : BIG BNG THEORY RA35+ : 2.7 CON COM1: BIG BNG THEORY									
2	FRI	630P-700P	30	JUL29		1	\$900.00	1	\$900.00
PROGRAM : BG BNG THRY B RA35+ : 2.8 CON COM1: BG BNG THRY B									
3	MON	600P-630P	30	AUG01		1	\$900.00	1	\$900.00
PROGRAM : BIG BNG THEORY RA35+ : 2.7 CON COM1: BIG BNG THEORY									
4	MON	630P-700P	30	AUG01		1	\$900.00	1	\$900.00
PROGRAM : BG BNG THRY B RA35+ : 2.8 CON COM1: BG BNG THRY B									
5	SAT	630P-700P	30	JUL30		1	\$650.00	1	\$650.00
PROGRAM : BG-THEORY SA B RA35+ : 2.0 CON COM1: BG-THEORY SA B									

TELEREP, INC.
KPLR-TV, ST. LOUIS
*** ORIGINAL REV#0 ***

CONTRACT WORKSHEET
8322922

HARRIS SL104 PAGE 2
RUN ON JUL8/16 AT 13:01
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
6 THU	PROGRAM : BIG BNG THEORY RA35+ : 2.7 CON COM1: BIG BNG THEORY	600P-630P	30	JUL28		1	\$900.00	1	\$900.00
7 THU	PROGRAM : BIG BNG THEORY RA35+ : 2.7 CON COM1: BIG BNG THEORY	630P-700P	30	JUL28		1	\$900.00	1	\$900.00
8 TUE	PROGRAM : BIG BNG THEORY RA35+ : 2.7 CON COM1: BIG BNG THEORY	600P-630P	30	JUL26		1	\$900.00	1	\$900.00
9 TUE	PROGRAM : BIG BNG THEORY RA35+ : 2.7 CON COM1: BIG BNG THEORY	630P-700P	30	JUL26		1	\$900.00	1	\$900.00
10 WED	PROGRAM : BIG BNG THEORY RA35+ : 2.7 CON COM1: BIG BNG THEORY	600P-630P	30	JUL27		1	\$900.00	1	\$900.00
11 WED	PROGRAM : BIG BNG THEORY RA35+ : 2.7 CON COM1: BIG BNG THEORY	630P-700P	30	JUL27		1	\$900.00	1	\$900.00
CONTRACT TOTAL									\$9,650.00
TOTAL SPOTS									11

JUL/16 \$7,850.00 AUG/16 \$1,800.00

MARKET TOTALS \$137,857 KPLR 7% KDNL 2% KMOV 32% KSDR 37% KTVI 22% WPXS 0% WRBU 0% CABL 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE