

# CONTRACT



**KWQC**  
805 Brady Street  
Davenport, IA 52803  
(563) 383-7000

And:

**Strategic Media Services**  
1911 North Fort Myer Drive  
Suite 400  
Arlington, VA 22209  
USA

<u>Contract / Revision</u> 952149 /		<u>Alt Order #</u> 08412803
<u>Product</u> MCCOMBIE FOR IL		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u> 2036
<u>Advertiser</u> POL/McCombie-Hro/R/STR/IL		<u>Original Date / Revision</u> 10/10/16 / 10/10/16
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KWQC	<u>Account Executive</u> HRP Washington	<u>Sales Office</u> HRP/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 9912521	<u>Advertiser Code</u> 137	<u>Product 1/2</u> 144
<u>Agency Ref</u> IN13871/SP2622/AL11		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	KWQC	10/14/16	10/14/16	M-F 10pm News	M-F 10p-1035p		:30			P2		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$1,500.00					
2	KWQC	10/14/16	10/14/16	M-F 4pm News	M-F 4p-430p		:30			P3		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$250.00					
3	KWQC	10/14/16	10/14/16	M-F 430p-5p	M-F 430p-5p		:30			P2		NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$375.00					
4	KWQC	10/14/16	10/14/16	M-F 5pm News	M-F 5p-530p		:30			P2		NM	1	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$940.00					
5	KWQC	10/14/16	10/14/16	M-F 6pm News	M-F 6p-630p		:30			P2		NM	1	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$1,440.00					
6	KWQC	10/14/16	10/14/16	M-F 6am News	M-F 6a-7a		:30			P2		NM	1	\$815.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$815.00					
7	KWQC	10/14/16	10/14/16	Today Show M-F	M-F 7a-9a		:30			P3		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$325.00					
8	KWQC	10/14/16	10/14/16	M-F 9am Today Show	M-F 9a-10a		:30			P2		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$400.00					
9	KWQC	10/17/16	10/17/16	M-F 10pm News	M-F 10p-1035p		:30			P2		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$1,500.00					
10	KWQC	10/17/16	10/17/16	M-F 430p-5p	M-F 430p-5p		:30			P2		NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$375.00					
11	KWQC	10/17/16	10/17/16	M-F 5pm News	M-F 5p-530p		:30			P2		NM	1	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

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

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LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
952149 /	08412803

Contract Dates	Product	Estimate #
10/11/16 - 10/17/16	MCCOMBIE FOR IL	2036

Advertiser	Original Date / Revision
POL/McCombie-Hro/R/ST	10/10/16 / 10/10/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/17/16	10/23/16	1-----				1	\$940.00						
12	KWQC	10/17/16	10/17/16	M-F 5a News	M-F 5a-6a		:30			P3		NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/17/16	10/23/16	1-----				1	\$125.00						
13	KWQC	10/17/16	10/17/16	M-F 6am News	M-F 6a-7a		:30			P2		NM	1	\$815.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/17/16	10/23/16	1-----				1	\$815.00						
14	KWQC	10/17/16	10/17/16	M-F 630p-7p	M-F 630p-7p		:30			P2		NM	1	\$1,625.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/17/16	10/23/16	1-----				1	\$1,625.00						
N 15	KWQC	10/17/16	10/17/16	Today Show M-F	M-F 7a-9a		:30			P3		NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/17/16	10/23/16	1-----				1	\$300.00						
16	KWQC	10/15/16	10/15/16	LN Sa	Sa 10p-1030p		:30			P2		NM	1	\$1,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/10/16	10/16/16	-----1-				1	\$1,250.00						
E 17	KWQC	10/15/16	10/15/16	Sa 6pm News	Sa 6p-630p		:30			P3		NM	1	\$565.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/10/16	10/16/16	-----1-				1	\$565.00						
18	KWQC	10/15/16	10/15/16	NBC Nightly News	WKSaSu 530p-6p		:30			P3		NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/10/16	10/16/16	-----1-				1	\$1,000.00						
19	KWQC	10/15/16	10/15/16	Sa 6a News	Sa 6a-7a		:30			P3		NM	1	\$50.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/10/16	10/16/16	-----1-				1	\$50.00						
N 20	KWQC	10/15/16	10/15/16	Sa 9a News	Sa 9a-930a		:30			P2		NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/10/16	10/16/16	-----1-				1	\$250.00						
		<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>Type</u>			
		1	KWQC	10/10/16-10/16/16	Sa 9a News	Sa 9a-930a	-----Sa--	:30	<del>\$250.00</del>			NM			
		See MG 20.2													
		2	KWQC	10/15/16-10/15/16	Sa 830a News	Sa 830a-9a	-----Sa--	:30	\$250.00			NM			
		Ⓜ MG for 20.1 10/15													
21	KWQC	10/16/16	10/16/16	Su 5pm News	Su 5p-530p		:30			P3		NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/10/16	10/16/16	-----1				1	\$500.00						
22	KWQC	10/16/16	10/16/16	Su 6a News	Su 6a-7a		:30			P3		NM	1	\$75.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/10/16	10/16/16	-----1				1	\$75.00						
23	KWQC	10/16/16	10/16/16	Today Show Su	Su 7a-8a		:30			P3		NM	1	\$225.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/10/16	10/16/16	-----1				1	\$225.00						
24	KWQC	10/13/16	10/13/16	M-F 4pm News	M-F 4p-430p		:30			P3		NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/10/16	10/16/16	---1---				1	\$250.00						
25	KWQC	10/13/16	10/13/16	M-F 5a News	M-F 5a-6a		:30			P3		NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		10/10/16	10/16/16	---1---				1	\$125.00						

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Advertiser	Original Date / Revision
POL/McCombie-Hro/R/ST	10/10/16 / 10/10/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
26	KWQC	10/13/16	10/13/16	M-F 6pm News	M-F 6p-630p		:30			P2		NM	1	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	---1---	1			\$1,440.00						
27	KWQC	10/13/16	10/13/16	M-F 630p-7p	M-F 630p-7p		:30			P2		NM	1	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	---1---	1			\$1,625.00						
28	KWQC	10/13/16	10/13/16	Today Show M-F	M-F 7a-9a		:30			P3		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	---1---	1			\$325.00						
29	KWQC	10/13/16	10/13/16	M-F 9am Today Show	M-F 9a-10a		:30			P2		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	---1---	1			\$400.00						
30	KWQC	10/11/16	10/11/16	M-F 430p-5p	M-F 430p-5p		:30			P2		NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	-1-----	1			\$375.00						
31	KWQC	10/11/16	10/11/16	M-F 5pm News	M-F 5p-530p		:30			P2		NM	1	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	-1-----	1			\$940.00						
32	KWQC	10/11/16	10/11/16	M-F 6pm News	M-F 6p-630p		:30			P2		NM	1	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	-1-----	1			\$1,440.00						
33	KWQC	10/11/16	10/11/16	Today Show M-F	M-F 7a-9a		:30			P3		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	-1-----	1			\$325.00						
34	KWQC	10/11/16	10/11/16	Tue Hour 1	Tu 7p-8p		:30			P2		NM	1	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	-1-----	1			\$1,940.00						
35	KWQC	10/11/16	10/11/16	M-F 9am Today Show	M-F 9a-10a		:30			P2		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	-1-----	1			\$400.00						
36	KWQC	10/12/16	10/12/16	M-F 4pm News	M-F 4p-430p		:30			P3		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	--1----	1			\$250.00						
37	KWQC	10/12/16	10/12/16	M-F 430p-5p	M-F 430p-5p		:30			P2		NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	--1----	1			\$375.00						
38	KWQC	10/12/16	10/12/16	M-F 5a News	M-F 5a-6a		:30			P3		NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	--1----	1			\$125.00						
39	KWQC	10/12/16	10/12/16	M-F 6am News	M-F 6a-7a		:30			P2		NM	1	\$815.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	--1----	1			\$815.00						
40	KWQC	10/12/16	10/12/16	M-F 630p-7p	M-F 630p-7p		:30			P2		NM	1	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	--1----	1			\$1,625.00						
41	KWQC	10/12/16	10/12/16	Today Show M-F	M-F 7a-9a		:30			P3		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	--1----	1			\$325.00						
42	KWQC	10/12/16	10/12/16	Wed Hour 2	W 8p-9p		:30			P2		NM	1	\$1,500.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	--1----				1	\$1,500.00					
N 43	KWQC	10/12/16	10/14/16	Early Today	M-F 4a-430a		:30			P3		NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	--WTF--				1	\$25.00					
<b>Totals</b>									0.00				43	\$30,265.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/10/16 - 10/16/16	36	\$24,585.00	(\$3,687.75)	\$20,897.25
10/17/16 - 10/23/16	7	\$5,680.00	(\$852.00)	\$4,828.00
<b>Totals</b>	43	\$30,265.00	(\$4,539.75)	\$25,725.25

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

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