

CONTRACT

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

COPY

And:

Great American Media
 3050 K Street NW
 Suite 100
 Washington, DC 20007

<u>Contract / Revision</u> 387140 /		<u>Alt Order #</u> 08393314
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 10/18/16 - 10/24/16		<u>Estimate #</u> 5454
<u>Advertiser</u> DSCC IE		<u>Original Date / Revision</u> 09/22/16 / 09/22/16
<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> 13721	<u>Advertiser Code</u> 49	<u>Product Code</u> 53
<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	10/18/16	10/24/16	10p Weather Spon	10:00 PM-10:10 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--				1	\$400.00	0.00			
N 2	11	10/18/16	10/24/16	M-F 1030p-11p	10:30 PM-11:00 PM		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--				2	\$350.00	0.00			
N 3	11	10/18/16	10/24/16	News 11 @ Noon	12:30 PM-1:00 PM		:30				NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--				5	\$100.00	0.00			
N 4	11	10/18/16	10/24/16	M-F 130a-2a	1:30 AM-2:00 AM		:30				NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--				2	\$55.00	0.00			
N 5	11	10/18/16	10/24/16	News 11 @ 4p	4:30 PM-5:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--				1	\$150.00	0.00			
N 6	11	10/18/16	10/24/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$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:		10/18/16	10/24/16	MTWTF--				1	\$1,000.00	0.00			
N 7	11	10/18/16	10/24/16	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--				2	\$350.00	0.00			
N 8	11	10/18/16	10/24/16	7a News Spon	7:30 AM-7:35 AM		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--				3	\$150.00	0.00			
N 9	11	10/22/16	10/22/16	Sa 4p-430p	4:00 PM-4:30 PM		:30				NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-				1	\$165.00	0.00			
N 10	11	10/22/16	10/22/16	Sa 430p-5p	4:30 PM-5:00 PM		:30				NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----2-				2	\$165.00	0.00			
N 11	11	10/22/16	10/22/16	Sa 530p-6p	5:30 PM-6:00 PM		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----2-				2	\$175.00	0.00			
N 12	11	10/22/16	10/22/16	Sa 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$200.00

(* 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

Contract / Revision	Alt Order #
387140 /	08393314

Contract Dates	Product	Estimate #
10/18/16 - 10/24/16	DSCC IE	5454

Advertiser	Original Date / Revision
DSCC IE	09/22/16 / 09/22/16

*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:		10/17/16	10/23/16	-----1-				1	\$200.00	0.00			
N 13	11	10/22/16	10/22/16	Sa Non-Net Prime Hour 1	8:00 PM-9:00 PM		:30				NM	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:		10/17/16	10/23/16	-----1-				1	\$200.00	0.00			
N 14	11	10/22/16	10/22/16	Sa Non-Net Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1-				1	\$225.00	0.00			
N 15	11	10/23/16	10/23/16	Su 430p-5p	4:30 PM-5:00 PM		:30				NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----2				2	\$165.00	0.00			
N 16	11	10/23/16	10/23/16	Su 530p-6p	5:30 PM-6:00 PM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----2				2	\$225.00	0.00			
N 17	11	10/23/16	10/23/16	Su 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$300.00	0.00			
N 18	11	10/23/16	10/23/16	Su 7p-8p	7:30 PM-8:00 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$300.00	0.00			
N 19	11	10/23/16	10/23/16	Su Non-Net Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$175.00	0.00			
N 20	11	10/19/16	10/19/16	Wednesday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--1----				1	\$1,100.00	0.00			
Totals										0.00		33	\$8,135.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/24/16	33	\$8,135.00	\$6,914.75
Totals	33	\$8,135.00	\$6,914.75

Signature: _____ Date: _____

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

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CONTRACT WORKSHEET
8393314

HARRIS SL104 PAGE 1
RUN ON SEP22/16 AT 16:44
FROM STATION

ISS/DSCC IE	TYPE O
DSCC IE	CTG POLT
OCT18/16- OCT24/16	1WKS
TERESA DIFURIA	EST 5454

COPY

DSCC IHE

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 49 AGENCY EST# = 5454									
AGENCY PRODUCT CODE = 53									
1	TU-F,M	1000P-1010P	30	OCT18-OCT24		1	\$400.00	1	\$400.00
PROGRAM : KPLR FAST CAST @ 10PM									
CON COM1: KPLR FAST CAST @ 10PM									
2	TU-F,M	1030P-1100P	30	OCT18-OCT24		2	\$350.00	2	\$700.00
PROGRAM : TWO AND A HALF MEN									
CON COM1: TWO AND A HALF MEN									
3	TU-F,M	1230P-100P	30	OCT18-OCT24		5	\$100.00	5	\$500.00
PROGRAM : KPLR 11 NEWS @ 1230P									
CON COM1: KPLR 11 NEWS @ 1230P									
4	TU-F,M	130A-200A	30	OCT18-OCT24		2	\$55.00	2	\$110.00
PROGRAM : THE MIDDLE									
CON COM1: THE MIDDLE									
5	TU-F,M	430P-500P	30	OCT18-OCT24		1	\$150.00	1	\$150.00
PROGRAM : KPLR 11 NEWS @ 430PM									
CON COM1: KPLR 11 NEWS @ 430PM									
6	TU-F,M	600P-630P	30	OCT18-OCT24		1	\$1,000.00	1	\$1,000.00
PROGRAM : BIG BANG THEORY									
CON COM1: BIG BANG THEORY									

HARRIS SL104 PAGE 2
RUN ON SEP22/16 AT 16:44
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
7	TU-F,M	700P-730P	30	OCT18-OCT24		2	\$350.00	2	\$700.00
PROGRAM : KPLR NEWS @ 7PM									
CON COM1: KPLR NEWS @ 7PM									
8	TU-F,M	730A-735A	30	OCT18-OCT24		3	\$150.00	3	\$450.00
PROGRAM : HEADLINE NEWS UPDATES @ 730AM									
CON COM1: HEADLINE NEWS UPDATES @ 730AM									
9	SAT	400P-430P	30	OCT22		1	\$165.00	1	\$165.00
PROGRAM : TWO AND A HALF MEN									
CON COM1: TWO AND A HALF MEN									
10	SAT	430P-500P	30	OCT22		2	\$165.00	2	\$330.00
PROGRAM : TWO AND A HALF MEN									
CON COM1: TWO AND A HALF MEN									
11	SAT	530P-600P	30	OCT22		2	\$175.00	2	\$350.00
PROGRAM : LAST MAN STANDING									
CON COM1: LAST MAN STANDING									
12	SAT	700P-730P	30	OCT22		1	\$200.00	1	\$200.00
PROGRAM : KPLR NEWS @ 7PM SATURDAY									
CON COM1: KPLR NEWS @ 7PM SATURDAY									
13	SAT	800P-900P	30	OCT22		1	\$200.00	1	\$200.00
PROGRAM : RIZZOLI & ISLES									
CON COM1: RIZZOLI & ISLES									
14	SAT	900P-1000P	30	OCT22		1	\$225.00	1	\$225.00
PROGRAM : ELEMENTARY									
CON COM1: ELEMENTARY									
15	SUN	430P-500P	30	OCT23		2	\$165.00	2	\$330.00
PROGRAM : KING OF QUEENS									
CON COM1: KING OF QUEENS									
16	SUN	530P-600P	30	OCT23		2	\$225.00	2	\$450.00
PROGRAM : MIKE & MOLLY									
CON COM1: MIKE & MOLLY									

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

CONTRACT WORKSHEET
83933314

HARRIS SL104 PAGE 3
RUN ON SEP22/16 AT 16:44
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
17	SUN	700P-730P	30	OCT23		1	\$300.00	1	\$300.00
PROGRAM : KPLR NEWS @ 7PM SUNDAY									
CON COM1: KPLR NEWS @ 7PM SUNDAY									
18	SUN	730P-800P	30	OCT23		1	\$300.00	1	\$300.00
PROGRAM : KPLR NEWS @ 730PM SUNDAY									
CON COM1: KPLR NEWS @ 730PM SUNDAY									
19	SUN	900P-1000P	30	OCT23		1	\$175.00	1	\$175.00
PROGRAM : PERSON OF INTEREST									
CON COM1: PERSON OF INTEREST									
20	WED	900P-1000P	30	OCT19		1	\$1,100.00	1	\$1,100.00
PROGRAM : FREQUENCY SERIES PREMIERE 10/5									
CON COM1: FREQUENCY SERIES PREMIERE 10/5									
OCT/16	\$8,135.00								CONTRACT TOTAL \$8,135.00
									TOTAL SPOTS 33

MARKET TOTALS \$203,375 KPLR 4% KDNL 5% KMOV 31% KSDK 34% KTVI 26% 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