

CONTRACT



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

COPY

Strategic Media Services, Inc.
 1911 North Ft Myer Dr
 Suite 400
 Arlington, VA 22209

<u>Contract / Revision</u> 395314 /		<u>Alt Order #</u> 08413739
<u>Product</u> PARSON 4 LT GOV		
<u>Contract Dates</u> 10/19/16 - 10/25/16		<u>Estimate #</u> 2121
<u>Advertiser</u> Parson/R/LTGOV/MO		<u>Original Date / Revision</u> 10/11/16 / 10/11/16
<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> 12521	<u>Advertiser Code</u> 90	<u>Product Code</u> 110
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	10/21/16	10/21/16	M-F 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 2	11	10/24/16	10/24/16	M-F 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:		10/24/16	10/30/16	1-----				1	\$300.00	0.00			
N 3	11	10/20/16	10/20/16	10p Weather Spon	10:00 PM-10:10 PM		: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:		10/17/16	10/23/16	---1---				1	\$375.00	0.00			
N 4	11	10/20/16	10/20/16	M-F 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 5	11	10/25/16	10/25/16	10p Weather Spon	10:00 PM-10:10 PM		: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:		10/24/16	10/30/16	-1-----				1	\$375.00	0.00			
N 6	11	10/25/16	10/25/16	M-F 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:		10/24/16	10/30/16	-1-----				1	\$300.00	0.00			
N 7	11	10/19/16	10/19/16	M-F 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			
Totals											0.00	7	\$2,250.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/25/16	7	\$2,250.00	\$1,912.50
Totals	7	\$2,250.00	\$1,912.50

Signature: _____ **Date:** _____

(* 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.

ALBERP, INC.
 KPLR-TV ST. LOUIS
 \$\$\$ MOD# 0: APPROVED REV #0 \$\$\$

CONTRACT WORKSHEET
 8413739 TRF# 395314
 RECAP
 HARRIS SL104 PAGE 1
 RUN ON OCT11/16 AT 11:02
 FROM STATION

BEN RHEAULT
 STRATEGIC MEDIA SERVICES
 1911 NORTH FT. MYER DRIVE #400
 ARLINGTON, VA 22209

COPY

POLI/M PARSON/R/LTG/MO
 PARSON 4 LT GOV
 OCT19/16- OCT25/16 1WKS
 TERESA DIFURIA
 TYPE O
 CTG POLC
 EST 2121

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

ELECTRONIC INVOICING IS PREFERRED
 FOR TV AND RADIO INVOICES - IDB# 9912521
 FOR MARKETRON: EI141074

MIKE PARSON FOR LIEUTENANT GOVERNOR

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 90									
AGENCY PRODUCT CODE = 110									
AGENCY EST# = 2121									
1	FRI	700P-730P	30	OCT21		1	\$300.00	1	\$300.00
PROGRAM : KPLR NEWS @ 7PM									
CON COM1: KPLR NEWS @ 7PM									
2	MON	700P-730P	30	OCT24		1	\$300.00	1	\$300.00
PROGRAM : KPLR NEWS @ 7PM									
CON COM1: KPLR NEWS @ 7PM									
3	THU	1000P-1010P	30	OCT20		1	\$375.00	1	\$375.00
PROGRAM : KPLR FAST CAST @ 10PM									
CON COM1: KPLR FAST CAST @ 10PM									
4	THU	700P-730P	30	OCT20		1	\$300.00	1	\$300.00
PROGRAM : KPLR NEWS @ 7PM									
CON COM1: KPLR NEWS @ 7PM									
5	TUE	1000P-1010P	30	OCT25		1	\$375.00	1	\$375.00
PROGRAM : KPLR FAST CAST @ 10PM									
CON COM1: KPLR FAST CAST @ 10PM									
6	TUE	700P-730P	30	OCT25		1	\$300.00	1	\$300.00
PROGRAM : KPLR NEWS @ 7PM									
CON COM1: KPLR NEWS @ 7PM									

JTEREP, INC.
 KPLR-TV ST. LOUIS
 \$\$\$ MOD# 0: APPROVED REV #0 \$\$\$

CONTRACT WORKSHEET **RECAP**
 8413739 TRF# 395314
 HARRIS SL104 PAGE 2
 RUN ON OCT11/16 AT 11:02
 FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
7 WED		700P-730P	30	OCT19		1	\$300.00	1	\$300.00
PROGRAM : KPLR NEWS @ 7PM CON COM1: KPLR NEWS @ 7PM									
OCT/16									

MARKET TOTALS \$45,000 KPLR 5% KDNI 4% KMOV 33% KSDK 34% KFTI 24% 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

CONTRACT TOTAL \$2,250.00
 TOTAL SPOTS 7