

CONTRACT

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

COPY

And:

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

Contract / Revision 395314 /		Alt Order # 08413739
Product PARSON 4 LT GOV		
Contract Dates 10/19/16 - 10/25/16		Estimate # 2121
Advertiser Parson/R/LTGOV/MO		Original Date / Revision 10/11/16 / 10/11/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KPLR-TV	Account Executive Teresa DiFuria	Sales Office NSO Philadelph
Special Handling		
Demographic Adults 35+		
IDB# 12521	Advertiser Code 90	Product Code 110
Agency Ref		Advertiser Ref

*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.

HARRIS SL104 PAGE 1
RUN ON OCT11/16 AT 11:02
FROM STATION

TYPE O	EST 2121
CTG POLC	
1WKS	

ELECTRONIC INVOICING IS PREFERRED
FOR TV AND RADIO INVOICES - IDB # 9912521
FOR MARKETRON: E1141074

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 : KPJR NEWS @ 7PM CON COM1: KPJR NEWS @ 7PM									
2	MON	700P-730P	30	OCT24		1	\$300.00	1	\$300.00
PROGRAM : KPJR NEWS @ 7PM CON COM1: KPJR NEWS @ 7PM									
3	THU	1000P-1010P	30	OCT20		1	\$375.00	1	\$375.00
PROGRAM : KPJR FAST CAST @ 10PM CON COM1: KPJR FAST CAST @ 10PM									
4	THU	700P-730P	30	OCT20		1	\$300.00	1	\$300.00
PROGRAM : KPJR NEWS @ 7PM CON COM1: KPJR NEWS @ 7PM									
5	TUE	1000P-1010P	30	OCT25		1	\$375.00	1	\$375.00
PROGRAM : KPJR FAST CAST @ 10PM CON COM1: KPJR FAST CAST @ 10PM									
6	TUE	700P-730P	30	OCT25		1	\$300.00	1	\$300.00
PROGRAM : KPJR NEWS @ 7PM CON COM1: KPJR NEWS @ 7PM									

LIBER, 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
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7	WED	700P-730P	30	OCT19		1	\$300.00	1	\$300.00
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PROGRAM : KPLR NEWS @ 7PM
 CON COM1: KPLR NEWS @ 7PM

OCT/16 \$2,250.00

CONTRACT TOTAL \$2,250.00
 TOTAL SPOTS 7

MARKET TOTALS \$45,000 KPLR 5% KDNL 4% KMOV 33% KSDK 34% KTVI 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