



**WHO**  
 1801 Grand Ave  
 Des Moines, IA 50309  
 (515) 242-3500

# CONTRACT

<u>Contract / Revision</u> 15908 /		<u>Alt Order #</u>
<u>Product</u> Clovis For State Treasurer		
<u>Contract Dates</u> 10/20/14 - 11/04/14		<u>Estimate #</u>
<u>Advertiser</u> Clovis, Sam / Rep / State Treasurer		<u>Original Date / Revision</u> 10/16/14 / 10/22/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHO	<u>Account Executive</u> National WHO House	<u>Sales Office</u> National House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Clovis, Sam / Rep / State Treasurer**  
 PO Box 3835  
 Sioux City, IA 51102

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	10/20/14	10/24/14	Today In Iowa	5a-530a		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	MTWTF--				3	\$100.00	0.00			
N 2	13	10/20/14	10/24/14	Today In Iowa	6a-7a		:30				NM	2	\$600.00
Week:		10/20/14	10/26/14	MTWTF--				2	\$300.00	0.00			
N 3	13	10/20/14	10/24/14	Today	7a-9a		:30				NM	1	\$610.00
Week:		10/20/14	10/26/14	MTWTF--				1	\$610.00	0.00			
N 4	13	10/20/14	10/24/14	Rachel Ray	11a-12p		:30				NM	2	\$110.00
Week:		10/20/14	10/26/14	MTWTF--				2	\$55.00	0.00			
N 5	13	10/20/14	10/24/14	Channel 13 News @ 4p	4p-5p		:30				NM	3	\$375.00
Week:		10/20/14	10/26/14	MTWTF--				3	\$125.00	0.00			
N 6	13	10/20/14	10/24/14	Channel 13 News @ 5p	5p-530p		:30				NM	1	\$475.00
Week:		10/20/14	10/26/14	MTWTF--				1	\$475.00	0.00			
N 7	13	10/25/14	10/25/14	Sa 8a-10a	8a-10a		:30				NM	1	\$250.00
Week:		10/20/14	10/26/14	-----S-				1	\$250.00	0.00			
N 8	13	10/26/14	10/26/14	Su 8a-10a	8a-10a		:30				NM	1	\$125.00
Week:		10/20/14	10/26/14	-----S				1	\$125.00	0.00			
N 9	13	10/27/14	10/31/14	Today In Iowa	5a-530a		:30				NM	3	\$300.00
Week:		10/27/14	11/02/14	MTWTF--				3	\$100.00	0.00			
N 10	13	10/27/14	10/31/14	Today In Iowa	6a-7a		:30				NM	3	\$900.00
Week:		10/27/14	11/02/14	MTWTF--				3	\$300.00	0.00			
N 11	13	10/27/14	10/31/14	Rachel Ray	11a-12p		:30				NM	2	\$110.00
Week:		10/27/14	11/02/14	MTWTF--				2	\$55.00	0.00			
N 12	13	10/27/14	10/31/14	Channel 13 News @ 4p	4p-5p		:30				NM	3	\$375.00

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

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<u>Advertiser</u> Clovis, Sam / Rep / State		<u>Original Date / Revision</u> 10/16/14 / 10/22/14

*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:		10/27/14	11/02/14	MTWTF--				3	\$125.00	0.00			
N 13	13	10/27/14	10/31/14	Channel 13 News @ 5p	5p-530p		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				1	\$475.00	0.00			
N 14	13	11/01/14	11/01/14	Sa 8a-10a	8a-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S-				1	\$250.00	0.00			
N 15	13	11/02/14	11/02/14	Su 8a-10a	8a-10a		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S				1	\$125.00	0.00			
N 16	13	11/03/14	11/04/14	Today In Iowa	5a-530a		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				2	\$100.00	0.00			
N 17	13	11/03/14	11/04/14	Today In Iowa	530a-6a		:30				NM	2	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				2	\$220.00	0.00			
	<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>Rtg</u>	<u>Type</u>		
	1	13	11/03/14-11/09/14	Today In Iowa	530a-6a	MTu-----	:30		<del>\$220.00</del>	0.00	NM		
	See MG 17.3,17.4												
	2	13	11/03/14-11/09/14	Today In Iowa	530a-6a	MTu-----	:30		<del>\$220.00</del>	0.00	NM		
	See MG 17.3,17.4												
	3	13	11/03/14-11/09/14	Today In Iowa	530a-6a	MTu-----	:30		\$380.00	0.00	NM		
	Ⓜ MG for 17.2,17.1												
	4	13	11/03/14-11/09/14	Today In Iowa	530a-6a	MTu-----	:30		\$380.00	0.00	NM		
	Ⓜ MG for 17.2,17.1												
N 18	13	11/03/14	11/04/14	Today In Iowa	6a-7a		:30				NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				2	\$525.00	0.00			
N 19	13	11/03/14	11/04/14	Today	7a-9a		:30				NM	1	\$1,070.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				1	\$1,070.00	0.00			
N 20	13	11/03/14	11/04/14	Rachel Ray	11a-12p		:30				NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				1	\$55.00	0.00			
N 21	13	11/03/14	11/04/14	Channel 13 News @ 4p	4p-5p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	M-----				1	\$125.00	0.00			
N 22	13	11/03/14	11/03/14	Today II	9a-10a		:30				NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	M-----				1	\$290.00	0.00			
N 23	13	10/27/14	10/31/14	Today III	10a-11a		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	MTWTF--				1	\$65.00	0.00			
<b>Totals</b>										0.00		39	\$8,995.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/26/14	14	\$2,845.00	\$2,418.25
10/27/14 - 11/04/14	25	\$6,150.00	\$5,227.50
<b>Totals</b>	39	\$8,995.00	\$7,645.75

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

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