

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

# CONTRACT

And:

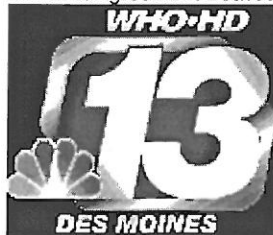
**Clovis, Sam / Rep / State Treasurer**  
**PO Box 3835**  
**Sioux City, IA 51102**

<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>

*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
		<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--				2	\$300.00	0.00			
N 3	13	10/20/14	10/24/14	Today	7a-9a		:30				NM	1	\$610.00
		<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--				1	\$610.00	0.00			
N 4	13	10/20/14	10/24/14	Rachel Ray	11a-12p		: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:		10/20/14	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
		<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	\$125.00	0.00			
N 6	13	10/20/14	10/24/14	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:		10/20/14	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
		<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	-----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
		<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	-----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
		<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	\$100.00	0.00			
N 10	13	10/27/14	10/31/14	Today In Iowa	6a-7a		:30				NM	3	\$900.00
		<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--				3	\$300.00	0.00			
N 11	13	10/27/14	10/31/14	Rachel Ray	11a-12p		: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:		10/27/14	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)

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. Two week advance cancellation notice is required unless otherwise specified.



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

Contract / Revision	Alt Order #
15908 /	

Contract Dates	Product	Estimate #
10/20/14 - 11/04/14	Clovis For State Treasur	

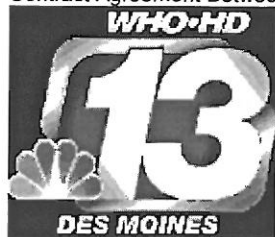
Advertiser	Original Date / Revision
Clovis, Sam / Rep / State	10/16/14 / 10/22/14

*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>										<b>0.00</b>		<b>39</b>	<b>\$8,995.00</b>

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>	<b>39</b>	<b>\$8,995.00</b>	<b>\$7,645.75</b>

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

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

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