



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

CONTRACT

<u>Contract / Revision</u> 755783T /		<u>Alt Order #</u> 07294551
<u>Product</u> Sierra Club 3244		
<u>Contract Dates</u> 09/30/14 - 10/06/14		<u>Estimate #</u> 3244
<u>Advertiser</u> Sierra Club		<u>Original Date / Revision</u> 08/27/14 / 09/29/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHO	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> NSO Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 8558	<u>Advertiser Code</u> 163	<u>Product Code</u> 173
<u>Agency Ref</u>		<u>Advertiser Ref</u>

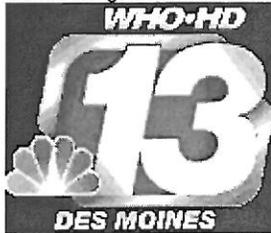
And:

Waterfront Strategies
 3050 K Street NW
 Suite 100
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/30/14	10/06/14	Days Of Our Lives	1:00 PM-2:00 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:		09/30/14	10/06/14	MTWTF--				2	\$225.00	0.00			
N 2	13	09/30/14	10/06/14	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$1,500.00	0.00			
N 3	13	09/30/14	10/06/14	Today III	10:00 AM-11:00 AM		:30				NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$190.00	0.00			
N 4	13	09/30/14	10/06/14	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$425.00	0.00			
N 5	13	09/30/14	10/06/14	M-F 1135p-1235a	11:35 PM-12:35 AM		: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:		09/30/14	10/06/14	MTWTF--				2	\$100.00	0.00			
N 6	13	09/30/14	10/06/14	Rachel Ray	11:00 AM-12:00 PM		:30				NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$95.00	0.00			
N 7	13	09/30/14	10/06/14	Channel 13 News @ Noon	12:30 PM-1:00 PM		: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:		09/30/14	10/06/14	MTWTF--				2	\$300.00	0.00			
N 8	13	09/30/14	10/06/14	Channel 13 News @ Noon	12:00 PM-12:30 PM		: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:		09/30/14	10/06/14	MTWTF--				2	\$300.00	0.00			
N 9	13	09/30/14	10/06/14	Queen Latifah	2:00 PM-3:00 PM		:30				NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$70.00	0.00			
N 10	13	09/30/14	10/06/14	M-F 3p-330p	3:00 PM-3:30 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:		09/30/14	10/06/14	MTWTF--				2	\$165.00	0.00			
N 11	13	09/30/14	10/06/14	M-F 330p-4p	3:30 PM-4:00 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:		09/30/14	10/06/14	MTWTF--				2	\$225.00	0.00			
N 12	13	09/30/14	10/06/14	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	2	\$770.00

(* 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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<u>Contract / Revision</u> 755783T /	<u>Alt Order #</u> 07294551
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<u>Contract Dates</u> 09/30/14 - 10/06/14	<u>Product</u> Sierra Club 3244	<u>Estimate #</u> 3244
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<u>Advertiser</u> Sierra Club	<u>Original Date / Revision</u> 08/27/14 / 09/29/14
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*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:		09/30/14	10/06/14	MTWTF--				2	\$385.00	0.00			
N 13	13	09/30/14	10/06/14	Today In Iowa	5:00 AM-5:30 AM		: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:		09/30/14	10/06/14	MTWTF--				1	\$300.00	0.00			
N 14	13	09/30/14	10/06/14	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				3	\$825.00	0.00			
N 15	13	09/30/14	10/06/14	Today In Iowa	5:30 AM-6:00 AM		: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:		09/30/14	10/06/14	MTWTF--				2	\$380.00	0.00			
N 16	13	09/30/14	10/06/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				3	\$1,350.00	0.00			
N 17	13	09/30/14	10/06/14	Today In Iowa	6:00 AM-7:00 AM		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$900.00	0.00			
N 18	13	09/30/14	10/06/14	Wheel of Fortune	6:30 PM-7:00 PM		:30				NM	3	\$3,930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				3	\$1,310.00	0.00			
N 19	13	09/30/14	10/06/14	Today	8:00 AM-9:00 AM		:30				NM	2	\$1,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$610.00	0.00			
N 20	13	09/30/14	10/06/14	Today II	9:00 AM-10:00 AM		:30				NM	2	\$580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTF--				2	\$290.00	0.00			
N 21	13	10/03/14	10/03/14	Friday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	----1--				1	\$900.00	0.00			
N 22	13	10/03/14	10/03/14	Friday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	----1--				1	\$900.00	0.00			
N 23	13	10/06/14	10/06/14	Monday Prime	7:00 PM-9:00 PM		:30				NM	1	\$2,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	1-----				1	\$2,975.00	0.00			
N 24	13	10/06/14	10/06/14	Monday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	1-----				1	\$1,800.00	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	10/06/14-10/12/14	Monday Prime Hour 3	9:00 PM-10:00 PM	-----	:30		\$1,800.00	0.00	NM		
	See MG 24.2,24.3,24.4												
	2	13	09/30/14-10/03/14	Channel 13 News @ 5p	5p-530p	-TuWThF----	:30		\$1,440.00	0.00	NM		
	Ⓜ MG for 24.1 10/06												
	3	13	09/30/14-10/03/14	Today III	10a-11a	-TuWThF----	:30		\$325.00	0.00	NM		
	Ⓜ MG for 24.1 10/06												
	4	13	09/30/14-10/03/14	M-F 1235a-105a	1235a-105a	-TuWThF----	:30		\$35.00	0.00	NM		
	Ⓜ MG for 24.1 10/06												
N 25	13	10/04/14	10/04/14	Sa 1030p-12a	10:30 PM-12:00 AM		: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:		09/29/14	10/05/14	-----1-				1	\$1,100.00	0.00			
N 26	13	10/04/14	10/04/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/04/14	10/04/14					1					

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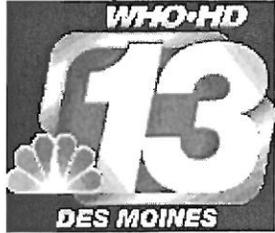
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<u>Contract / Revision</u> 755783T /		<u>Alt Order #</u> 07294551
<u>Contract Dates</u> 09/30/14 - 10/06/14	<u>Product</u> Sierra Club 3244	<u>Estimate #</u> 3244
<u>Advertiser</u> Sierra Club		<u>Original Date / Revision</u> 08/27/14 / 09/29/14

*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:		09/29/14	10/05/14	-----1-				1	\$550.00	0.00			
N 27	13	10/04/14	10/04/14	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$600.00	0.00			
N 28	13	10/04/14	10/04/14	Sa 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$325.00	0.00			
N 29	13	10/04/14	10/04/14	Saturday Prime	7:00 PM-9:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$350.00	0.00			
N 30	13	10/04/14	10/04/14	Sa 8a-10a	8:00 AM-8:30 AM		:30				NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$435.00	0.00			
N 31	13	10/04/14	10/04/14	Sa 8a-10a	9:00 AM-9:30 AM		:30				NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$435.00	0.00			
N 32	13	10/05/14	10/05/14	Su 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$600.00	0.00			
N 33	13	10/05/14	10/05/14	Su 1035p-1105p	10:35 PM-11:05 PM		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$525.00	0.00			
N 34	13	10/05/14	10/05/14	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$525.00	0.00			
N 35	13	10/05/14	10/05/14	NFL Reg Ssn Late Gm	7:20 PM-10:30 PM		:30				NM	1	\$3,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$3,675.00	0.00			
N 36	13	10/02/14	10/02/14	Thursday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$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:		09/29/14	10/05/14	---1---				1	\$1,225.00	0.00			
N 37	13	10/01/14	10/01/14	Wednesday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$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:		09/29/14	10/05/14	--1----				1	\$1,050.00	0.00			
N 38	13	10/01/14	10/01/14	Wednesday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$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:		09/29/14	10/05/14	--1----				1	\$1,225.00	0.00			
N 39	13	10/01/14	10/01/14	Wednesday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	--1----				1	\$1,350.00	0.00			
N 40	13	09/30/14	10/03/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-TWTF--				1	\$1,350.00	0.00			
N 41	13	09/30/14	10/03/14	Today In Iowa	6:00 AM-7:00 AM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-TWTF--				1	\$900.00	0.00			
Totals										0.00		65	\$45,870.00

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<u>Contract Dates</u> 09/30/14 - 10/06/14	<u>Product</u> Sierra Club 3244	<u>Estimate #</u> 3244
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<u>Advertiser</u> Sierra Club	<u>Original Date / Revision</u> 08/27/14 / 09/29/14
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Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/06/14	65	\$45,870.00	\$38,989.50
Totals	65	\$45,870.00	\$38,989.50

Signature: _____ **Date:** _____

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