



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

CONTRACT

<u>Contract / Revision</u> 736388 /		<u>Alt Order #</u> 09225458
<u>Product</u> COWNIE/RP OF IA		
<u>Contract Dates</u> 09/26/18 - 10/02/18		<u>Estimate #</u> 5323
<u>Advertiser</u> Cownie/R/IA HD 42 IA/Republican Party		<u>Original Date / Revision</u> 09/24/18 / 09/28/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHO	<u>Account Executive</u> Cheryl Long	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 12521	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/28/18	09/28/18	Today In Iowa	6:00 AM-7:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/24/18	09/30/18	----1--	1			\$350.00					
N 2	13	10/02/18	10/02/18	Today In Iowa	6:00 AM-7:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	-1-----	1			\$350.00					
N 3	13	09/26/18	09/26/18	Today	7:00 AM-9:00 AM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/24/18	09/30/18	--1----	1			\$250.00					
N 4	13	09/26/18	09/26/18	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/24/18	09/30/18	--1----	1			\$75.00					
	<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>Type</u>		
	1	13	09/24/18-09/30/18	Channel 13 News @ 4p	4:00 PM-5:00 PM	---W-----	:30		\$75.00		NM		
	See MG 4.2												
	2	13	10/01/18-10/02/18	Channel 13 News @ 4p	4:00 PM-5:00 PM	MTU-----	:30		\$75.00		NM		
	Ⓜ MG for 4.1 09/26												
N 5	13	10/01/18	10/01/18	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	1-----	1			\$75.00					
N 6	13	09/26/18	09/28/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/24/18	09/30/18	--W-F--	2			\$325.00					
	<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>Type</u>		
	2	13	09/24/18-09/30/18	Channel 13 News @ 5p	5:00 PM-5:30 PM	---W--F----	:30		\$325.00		NM		
	See MG 6.3												
	3	13	10/01/18-10/02/18	Channel 13 News @ 5p	5:00 PM-5:30 PM	MTU-----	:30		\$325.00		NM		
	Ⓜ MG for 6.2 09/26												
N 7	13	10/02/18	10/02/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	-1-----	1			\$325.00					
N 8	13	09/26/18	09/27/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/24/18	09/30/18	--WT---	2			\$450.00					

(* 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. 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.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
736388 /	09225458

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/26/18 - 10/02/18	COWNIE/RP OF IA	5323

<u>Advertiser</u>	<u>Original Date / Revision</u>
Cownie/R/IA HD 42 IA/Re1	09/24/18 / 09/28/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 9	13	10/02/18	10/02/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	-1-----				1	\$450.00				
N 10	13	09/26/18	09/28/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--WTF--				3	\$500.00				
N 11	13	10/02/18	10/02/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	-1-----				1	\$500.00				
N 12	13	09/26/18	09/28/18	Channel 13 News @ 10p	10:00 PM-10:35 PM		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--W-F--				2	\$650.00				
N 13	13	10/01/18	10/01/18	Monday Prime 2 HR	7:00 PM-9:00 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	1-----				1	\$1,200.00				
N 14	13	09/26/18	09/28/18	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--WTF--				3	\$225.00				
N 15	13	10/01/18	10/02/18	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	MT-----				2	\$225.00				
N 16	13	10/01/18	10/02/18	Today	7a-9a		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	MT-----				2	\$250.00				
N 17	13	09/26/18	09/28/18	M-F 3p-330p	3p-330p		:30				NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--WTF--				3	\$50.00				
	<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>Type</u>		
	2	13	09/24/18-09/30/18	M-F 3p-330p	3p-330p	---WTF----	:30		\$50.00		NM		
	See MG 17.4												
	4	13	10/01/18-10/01/18	M-F 3p-330p	3p-330p	M-----	:30		\$50.00		NM		
	Ⓜ MG for 17.2 09/27												
N 18	13	10/01/18	10/02/18	M-F 3p-330p	3p-330p		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	MT-----				2	\$50.00				
N 19	13	09/29/18	09/29/18	Channel 13 News @ 6p	6p-630p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----S-				1	\$150.00				
N 20	13	09/26/18	09/26/18	Wednesday Prime Hour 2	8p-9p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--W----				1	\$800.00				
N 21	13	10/01/18	10/02/18	Today In Iowa	530a-6a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	MT-----				1	\$150.00				
Totals								0.00				33	\$10,900.00

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<u>Advertiser</u>	<u>Original Date / Revision</u>
Cownie/R/IA HD 42 IA/Re	09/24/18 / 09/28/18

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 - 09/30/18	17	\$6,350.00	(\$952.50)	\$5,397.50
10/01/18 - 10/02/18	16	\$4,550.00	(\$682.50)	\$3,867.50
Totals	33	\$10,900.00	(\$1,635.00)	\$9,265.00

Signature: _____ **Date:** _____

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