



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)

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Contract / Revision	Alt Order #
736388 /	09225458

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

Advertiser	Original Date / Revision
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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
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	---WThF----	: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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