



KTVI-TV
2250 Ball Dr
St Louis, MO 63146
(314) 213-2222

CONTRACT

COPY

And:

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

Contract / Revision 398585 /		Alt Order # 08421812
Product MAJORITY FORWARD		
Contract Dates 10/25/16 - 10/31/16		Estimate # 5749
Advertiser Majority Forward		Original Date / Revision 10/20/16 / 10/20/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KTVI-TV	Account Executive Teresa DiFuria	Sales Office NSO Philadelph
Special Handling		
Demographic Adults 35+		
IDB# 14573	Advertiser Code 302	Product Code 322
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	10/25/16	10/31/16	FOX 2 News @ 10p	10:00 PM-10:30 PM		:30				NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$1,500.00	0.00			
N 2	2	10/25/16	10/31/16	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$500.00	0.00			
N 3	2	10/25/16	10/31/16	M-F 1030p-11p	10:30 PM-11:00 PM		:30				NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTW-F--				4	\$800.00	0.00			
N 4	2	10/25/16	10/31/16	M-F 4p-430p	4:00 PM-4:30 PM		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				3	\$800.00	0.00			
N 5	2	10/25/16	10/31/16	M-F 430p-5p	4:30 PM-5:00 PM		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				3	\$800.00	0.00			
N 6	2	10/25/16	10/31/16	FOX 2 News @ 530a	5:30 AM-6:00 AM		:30				NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$800.00	0.00			
N 7	2	10/25/16	10/31/16	FOX 2 News @ 6a	6:00 AM-6:30 AM		:30				NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$1,600.00	0.00			
N 8	2	10/25/16	10/31/16	FOX 2 News @ 6a	6:30 AM-7:00 AM		:30				NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$1,600.00	0.00			
N 9	2	10/25/16	10/31/16	FOX 2 News In The Morning	7:00 AM-7:30 AM		:30				NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$1,700.00	0.00			
N 10	2	10/25/16	10/31/16	FOX 2 News In The Morning	7:30 AM-8:00 AM		:30				NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$1,700.00	0.00			
N 11	2	10/25/16	10/31/16	FOX 2 News In The Morning	8:00 AM-8:30 AM		:30				NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$1,200.00	0.00			
N 12	2	10/25/16	10/31/16	FOX 2 News In The Morning	8:30 AM-9:00 AM		:30				NM	5	\$6,000.00

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

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KTVI-TV
2250 Ball Dr
St Louis, MO 63146
(314) 213-2222

<u>Contract / Revision</u>	<u>Alt Order #</u>
398585 /	08421812

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/16 - 10/31/16	MAJORITY FORWARD	5749

<u>Advertiser</u>	<u>Original Date / Revision</u>
Majority Forward	10/20/16 / 10/20/16

*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:		10/25/16	10/31/16	MTWTF--				5	\$1,200.00	0.00			
N 13 2		10/25/16	10/31/16	FOX 2 News @ 9a	9:00 AM-9:30 AM		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$500.00	0.00			
N 14 2		10/25/16	10/31/16	FOX 2 News @ 9p	9:00 PM-9:30 PM		:30				NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$1,500.00	0.00			
N 15 2		10/25/16	10/30/16	MLB World Series Gm	Various		:30				NM	2	\$15,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-TW-FSS				2	\$7,700.00	0.00			
N 16 2		10/31/16	10/31/16	Monday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$2,000.00	0.00			
N 17 2		10/29/16	10/29/16	10p Late Run News Sa-Su	11:00 PM-11:30 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1-				1	\$700.00	0.00			
N 18 2		10/29/16	10/29/16	Sa 5p-6p	5:00 PM-5:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1-				1	\$400.00	0.00			
N 19 2		10/29/16	10/29/16	FOX 2 In The Morning	8:00 AM-8:30 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:		10/24/16	10/30/16	-----1-				1	\$900.00	0.00			
N 20 2		10/29/16	10/29/16	9p Late Run News Sa-Su	10:00 PM-10:30 PM		:30				NM	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:		10/24/16	10/30/16	-----1-				1	\$800.00	0.00			
N 21 2		10/29/16	10/29/16	9p Late Run News Sa-Su	10:30 PM-11:00 PM		:30				NM	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:		10/24/16	10/30/16	-----1-				1	\$800.00	0.00			
N 22 2		10/27/16	10/27/16	Thursday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$2,500.00	0.00			
Totals										0.00		72	\$97,700.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/30/16	57	\$79,500.00	\$67,575.00
10/31/16 - 10/31/16	15	\$18,200.00	\$15,470.00
Totals	72	\$97,700.00	\$83,045.00

Signature: _____ **Date:** _____

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RECAP
HARRIS SL104 PAGE 1
RUN ON OCT20/16 AT 10:14
FROM STATION

ISS/MAJORITY FORWARD	TYPE O
MAJORITY FORWARD	CTG POLT
OCT25/16- OCT31/16	1WKS
TERESA DIFURIA	EST 5749

TO BERNICE
FROM TERESA
REV LINE 16
NCIT
PLEASE CONF

***** THIS IS A CASH IN ADVANCE SCHEDULE *****
MAJORITY FORWARD

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 302									
AGENCY PRODUCT CODE = 322									
AGENCY EST# = 5749									
1	TU-F,M	1000P-1030P	30	OCT25-OCT31		5	\$1,500.00	5	\$7,500.00
PROGRAM : FOX 2 NEWS EDGE									
CON COM1: FOX 2 NEWS EDGE									
2	TU-F,M	1000A-1100A	30	OCT25-OCT31		5	\$500.00	5	\$2,500.00
PROGRAM : RACHAEL RAY									
CON COM1: RACHAEL RAY									
3	TU-F,M	1030P-1100P	30	OCT25-OCT31		4	\$800.00	4	\$3,200.00
PROGRAM : TMZ									
CON COM1: TMZ									
4	TU-F,M	400P-430P	30	OCT25-OCT31		3	\$800.00	3	\$2,400.00
PROGRAM : JUDGE JUDY									
CON COM1: JUDGE JUDY									
5	TU-F,M	430P-500P	30	OCT25-OCT31		3	\$800.00	3	\$2,400.00
PROGRAM : JUDGE JUDY									
CON COM1: JUDGE JUDY									
6	TU-F,M	530A-600A	30	OCT25-OCT31		5	\$800.00	5	\$4,000.00
PROGRAM : FOX 2 NEWS @ 530AM									
CON COM1: FOX 2 NEWS @ 530AM									

HARRIS SL104 PAGE 3
RUN ON OCT20/16 AT 10:14
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
17	MON	800P-900P	30	OCT31		1	\$2,000.00	1	\$2,000.00
PROGRAM : LUCIFER									
CON COM1: LUCIFER									
18	SAT	1000P-1030P	30	OCT29		1	\$700.00	1	\$700.00
PROGRAM : FOX 2 NEWS EDGE									
CON COM1: FOX 2 NEWS EDGE									
19	SAT	500P-530P	30	OCT29		1	\$400.00	1	\$400.00
PROGRAM : FOX 2 NEWS @ 5PM SATURDAY									
CON COM1: FOX 2 NEWS @ 5PM SATURDAY									
20	SAT	800A-830A	30	OCT29		1	\$900.00	1	\$900.00
PROGRAM : FOX 2 NEWS SATURDAY @ 8AM									
CON COM1: FOX 2 NEWS SATURDAY @ 8AM									
21	SAT	900P-930P	30	OCT29		1	\$800.00	1	\$800.00
PROGRAM : FOX 2 NEWS @ 9PM									
CON COM1: FOX 2 NEWS @ 9PM									
22	SAT	930P-1000P	30	OCT29		1	\$800.00	1	\$800.00
PROGRAM : FOX 2 NEWS @ 930PM									
CON COM1: FOX 2 NEWS @ 930PM									
23	SUN	500P-530P	30	OCT30		0	\$1,000.00	0	\$0.00
PROGRAM : FOX 2 NEWS @ 5PM SUNDAY									
CON COM1: FOX 2 NEWS @ 5PM SUNDAY									
24	SUN	800A-830A	30	OCT30		0	\$800.00	0	\$0.00
PROGRAM : FOX 2 NEWS SUNDAY @ 8AM									
CON COM1: FOX 2 NEWS SUNDAY @ 8AM									
25	SUN	830A-900A	30	OCT30		0	\$800.00	0	\$0.00
PROGRAM : FOX 2 NEWS SUNDAY @ 830AM									
CON COM1: FOX 2 NEWS SUNDAY @ 830AM									
26	THU	700P-800P	30	OCT27		1	\$2,500.00	1	\$2,500.00
PROGRAM : ROSEWOOD									
CON COM1: ROSEWOOD									

TELEREP, INC.
KTVI-TV ST. LOUIS
*** UNAPPROVED REV #1 ***

CONTRACT WORKSHEET **RECAP**
8421812
HARRIS SL104 PAGE 4
RUN ON OCT20/16 AT 10:14
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
OCT/16	95700.00	NOV/16	\$2,000.00						
CONTRACT TOTAL									97700.00
TOTAL SPOTS									72

MARKET TOTALS \$325,666 KTVI 30% KDNL 30% KMOV 31% KSDK 5% KPLR 4% NTVI 0% WRBU 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE