

CONTRACT



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

COPY

And:

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

| | | |
|--|--|--|
| <u>Contract / Revision</u> 390483 / | | <u>Alt Order #</u> 08404291 |
| <u>Product</u> MAJORITY FORWARD | | |
| <u>Contract Dates</u> 09/30/16 - 10/06/16 | | <u>Estimate #</u> 5510 |
| <u>Advertiser</u> Majority Forward | | <u>Original Date / Revision</u> 09/28/16 / 09/28/16 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KPLR-TV | <u>Account Executive</u> Teresa DiFuria | <u>Sales Office</u> NSO Philadelph |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> 14573 | <u>Advertiser Code</u> 302 | <u>Product Code</u> 322 |
| <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 | 11 | 09/30/16 | 10/06/16 | 10p Weather Spon | 10:00 PM-10:10 PM | | :30 | | | | NM | 3 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/30/16 | 10/06/16 | MTWTF-- | | | | 3 | \$400.00 | 0.00 | | | |
| N 2 | 11 | 09/30/16 | 10/06/16 | M-F 10p-1030p | 10:00 PM-10:30 PM | | :30 | | | | NM | 3 | \$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: | | 09/30/16 | 10/06/16 | MTWTF-- | | | | 3 | \$350.00 | 0.00 | | | |
| N 3 | 11 | 09/30/16 | 10/06/16 | M-F 1030p-11p | 10:30 PM-11:00 PM | | :30 | | | | NM | 3 | \$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: | | 09/30/16 | 10/06/16 | MTWTF-- | | | | 3 | \$350.00 | 0.00 | | | |
| N 4 | 11 | 09/30/16 | 10/06/16 | News 11 @ Noon | 12:30 PM-1:00 PM | | :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: | | 09/30/16 | 10/06/16 | MTWTF-- | | | | 3 | \$100.00 | 0.00 | | | |
| N 5 | 11 | 09/30/16 | 10/06/16 | M-F 12a-1230a | 12:00 AM-12:30 AM | | :30 | | | | NM | 3 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/30/16 | 10/06/16 | MTWTF-- | | | | 3 | \$275.00 | 0.00 | | | |
| N 6 | 11 | 09/30/16 | 10/06/16 | News 11 @ Noon | 12:00 PM-12:30 PM | | :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: | | 09/30/16 | 10/06/16 | MTWTF-- | | | | 3 | \$100.00 | 0.00 | | | |
| N 7 | 11 | 09/30/16 | 10/06/16 | M-F 5a-6a | 5:00 AM-6:00 AM | | :30 | | | | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/30/16 | 10/06/16 | MTWTF-- | | | | 1 | \$25.00 | 0.00 | | | |
| N 8 | 11 | 09/30/16 | 10/06/16 | M-F 7p-8p | 7:00 PM-7:30 PM | | :30 | | | | NM | 3 | \$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: | | 09/30/16 | 10/06/16 | MTWTF-- | | | | 3 | \$350.00 | 0.00 | | | |
| N 9 | 11 | 09/30/16 | 10/06/16 | M-F 7p-8p | 7:30 PM-8:00 PM | | :30 | | | | NM | 3 | \$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: | | 09/30/16 | 10/06/16 | MTWTF-- | | | | 3 | \$350.00 | 0.00 | | | |
| N 10 | 11 | 09/30/16 | 09/30/16 | Friday Prime Hour 2 | 9:00 PM-10:00 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: | | 09/26/16 | 10/02/16 | -----1-- | | | | 1 | \$600.00 | 0.00 | | | |
| N 11 | 11 | 10/01/16 | 10/01/16 | Sa 10p-11p | 10:00 PM-11:00 PM | | :30 | | | | NM | 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: | | 09/26/16 | 10/02/16 | -----1- | | | | 1 | \$225.00 | 0.00 | | | |
| N 12 | 11 | 10/01/16 | 10/01/16 | Sa 630p-7p | 6:30 PM-7:00 PM | | :30 | | | | NM | 1 | \$750.00 |

(* 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.

TELEREP, INC.
KPLR-TV ST. LOUIS
*** ORIGINAL REV#0 ***

CONTRACT WORKSHEET
8404291

HARRIS SL104 PAGE 1
RUN ON SEP28/16 AT 10:13
FROM STATION

BRAD PERSEKE
WATERFRONT STRATEGIES
3050 K STREET NW - SUITE 100
WASHINGTON, DC 20007

ISS/MAJORITY FORWARD
MAJORITY FORWARD
SEP30/16 - OCT6/16 1WKS
TERESA DIFURIA
TYPE O
CTG FOLT
EST 5510

REP: NEW ORDER FOR MAJORITY FORWARD
TOTAL 9,750
PLS CFM THANKS
ALLIE

CON CM ***** 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 EST# = 5510 | | | | | | | | | |
| AGENCY PRODUCT CODE = 322 | | | | | | | | | |
| 1 F,M-TH | | 1000P-1010P | 30 | SEP30-OCT6 | | 3 | \$400.00 | 3 | \$1,200.00 |
| PROGRAM : KPLR FAST CAST @ 10PM | | | | | | | | | |
| CON COM1: KPLR FAST CAST @ 10PM | | | | | | | | | |
| 2 F,M-TH | | 1000P-1030P | 30 | SEP30-OCT6 | | 3 | \$350.00 | 3 | \$1,050.00 |
| PROGRAM : TWO AND A HALF MEN | | | | | | | | | |
| CON COM1: TWO AND A HALF MEN | | | | | | | | | |
| 3 F,M-TH | | 1030P-1100P | 30 | SEP30-OCT6 | | 3 | \$350.00 | 3 | \$1,050.00 |
| PROGRAM : TWO AND A HALF MEN | | | | | | | | | |
| CON COM1: TWO AND A HALF MEN | | | | | | | | | |
| 4 F,M-TH | | 1230P-100P | 30 | SEP30-OCT6 | | 3 | \$100.00 | 3 | \$300.00 |
| PROGRAM : KPLR 11 NEWS @ 1230P | | | | | | | | | |
| CON COM1: KPLR 11 NEWS @ 1230P | | | | | | | | | |
| 5 F,M-TH | | 1200M-1230A | 30 | SEP30-OCT6 | | 3 | \$275.00 | 3 | \$825.00 |
| PROGRAM : HOW I MET YOUR MOTHER | | | | | | | | | |
| CON COM1: HOW I MET YOUR MOTHER | | | | | | | | | |
| 6 F,M-TH | | 1200N-1230P | 30 | SEP30-OCT6 | | 3 | \$100.00 | 3 | \$300.00 |
| PROGRAM : KPLR 11 NEWS @ 12P | | | | | | | | | |
| CON COM1: KPLR 11 NEWS @ 12P | | | | | | | | | |

COPY

HARRIS SL104 PAGE 2
RUN ON SEP28/16 AT 10:13
FROM STATION

| MOD & LINE# | DAYS | TIME | LEN | EFFECTIVE DATES | SEC CD | PER WK | RATE/SPOT | TOTAL SPOTS | FLIGHT TOTAL |
|-------------|---|-------------|-----|-----------------|--------|--------|-----------|-------------|--------------|
| 7 | F,M-TH PROGRAM : CRIME WATCH DAILY CON COM1: CRIME WATCH DAILY | 500A-600A | 30 | SEP30-OCT6 | | 1 | \$25.00 | 1 | \$25.00 |
| 8 | F,M-TH PROGRAM : KPLR NEWS @ 7PM CON COM1: KPLR NEWS @ 7PM | 700P-730P | 30 | SEP30-OCT6 | | 3 | \$350.00 | 3 | \$1,050.00 |
| 9 | F,M-TH PROGRAM : KPLR NEWS @ 730PM CON COM1: KPLR NEWS @ 730PM | 730P-800P | 30 | SEP30-OCT6 | | 3 | \$350.00 | 3 | \$1,050.00 |
| 10 | FRI PROGRAM : PENN & TELLER FOOL US THROUGH 9/30 CON COM1: PENN & TELLER FOOL US THROUGH 9/30 | 900P-1000P | 30 | SEP30 | | 1 | \$600.00 | 1 | \$600.00 |
| 11 | SAT PROGRAM : BONES CON COM1: BONES | 1000P-1100P | 30 | OCT01 | | 1 | \$225.00 | 1 | \$225.00 |
| 12 | SAT PROGRAM : BIG BANG THEORY CON COM1: BIG BANG THEORY | 630P-700P | 30 | OCT01 | | 1 | \$750.00 | 1 | \$750.00 |
| 13 | SAT PROGRAM : KPLR NEWS @ 7PM CON COM1: KPLR NEWS @ 7PM | 700P-730P | 30 | OCT01 | | 1 | \$250.00 | 1 | \$250.00 |
| 14 | SAT PROGRAM : KPLR NEWS @ 730PM CON COM1: KPLR NEWS @ 730PM | 730P-800P | 30 | OCT01 | | 1 | \$250.00 | 1 | \$250.00 |
| 15 | SAT PROGRAM : ELEMENTARY CON COM1: ELEMENTARY | 900P-1000P | 30 | OCT01 | | 1 | \$225.00 | 1 | \$225.00 |
| 16 | SUN PROGRAM : KPLR NEWS @ 7PM CON COM1: KPLR NEWS @ 7PM | 700P-730P | 30 | OCT02 | | 1 | \$300.00 | 1 | \$300.00 |

TELEREP, INC.
KPLR-TV ST. LOUIS
*** ORIGINAL REV#0 ***

CONTRACT WORKSHEET
8404291

HARRIS SL104 PAGE 3
RUN ON SEP28/16 AT 10:13
FROM STATION

| MOD & LINE# | DAYS | TIME | LEN | EFFECTIVE DATES | SEC CD | PER WK | RATE/SPOT | TOTAL SPOTS | FLIGHT TOTAL | |
|------------------------------------|------------|-----------|-----|--------------------|-----------|-----------|-----------|----------------|-----------------|------------|
| 17 | SUN | 730P-800P | 30 | OCT02 | | 1 | \$300.00 | 1 | \$300.00 | |
| PROGRAM : KPLR NEWS @ 730PM SUNDAY | | | | | | | | | | |
| CON COM1: KPLR NEWS @ 730PM SUNDAY | | | | | | | | | | |
| OCT/16 | \$9,750.00 | | | | | | | | CONTRACT TOTAL | \$9,750.00 |
| | | | | | | | | | TOTAL SPOTS | 33 |

MARKET TOTALS \$243,750 KPLR 4% KDNL 6% KMOV 32% KSDK 34% KTVI 24% WPXS 0% WRBU 0% CABL 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