



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

# CONTRACT

<u>Contract / Revision</u> 749519 /		<u>Alt Order #</u> 09279962
<u>Product</u> DAVIS 4 CONGRESS IL		
<u>Contract Dates</u> 10/17/18 - 10/23/18		<u>Estimate #</u> 5080
<u>Advertiser</u> Davis, Rodney/R/Con/IL		<u>Original Date / Revision</u> 10/05/18 / 10/05/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KTVI-TV	<u>Account Executive</u> Teresa DiFuria	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 12521	<u>Advertiser Code</u> 403	<u>Product 1/2</u> 491
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

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

**COPY**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	10/22/18	10/22/18	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	1-----				1	\$1,025.00				
N 2	2	10/23/18	10/23/18	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-1-----				1	\$1,025.00				
N 3	2	10/17/18	10/17/18	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	--1----				1	\$1,025.00				
N 4	2	10/18/18	10/18/18	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	---1---				1	\$1,025.00				
N 5	2	10/19/18	10/19/18	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	----1--				1	\$1,025.00				
N 6	2	10/22/18	10/22/18	M-F 7a-9a	7:30 AM-8:00 AM		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	1-----				1	\$1,025.00				
N 7	2	10/17/18	10/17/18	M-F 7a-9a	7:30 AM-8:00 AM		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	--1----				1	\$1,025.00				
N 8	2	10/19/18	10/19/18	M-F 7a-9a	7:30 AM-8:00 AM		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	----1--				1	\$1,025.00				
N 9	2	10/20/18	10/20/18	Sa 8a-9a	8:00 AM-8:30 AM		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1-				1	\$1,025.00				
N 10	2	10/21/18	10/21/18	FOX 2 News In The Morning	8:00 AM-8:30 AM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1				1	\$650.00				
N 11	2	10/23/18	10/23/18	FOX 2 News @ 9a	9:00 AM-9:30 AM		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-1-----				1	\$575.00				
N 12	2	10/18/18	10/18/18	FOX 2 News @ 9a	9:00 AM-9:30 AM		:30				NM	1	\$575.00

(\* 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>Advertiser</u> Davis, Rodney/R/Con/IL		<u>Original Date / Revision</u> 10/05/18 / 10/05/18

*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>				
Week:		10/15/18	10/21/18	---1---				1	\$575.00				
N 13	2	10/23/18	10/23/18	FOX 2 News Midday	11:00 AM-12:00 PM		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-1-----				1	\$425.00				
N 14	2	10/17/18	10/17/18	FOX 2 News Midday	11:00 AM-12:00 PM		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	--1----				1	\$425.00				
N 15	2	10/18/18	10/18/18	FOX 2 News Midday	11:00 AM-12:00 PM		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	---1---				1	\$425.00				
N 16	2	10/19/18	10/19/18	FOX 2 News Midday	11:00 AM-12:00 PM		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	----1--				1	\$425.00				
N 17	2	10/17/18	10/17/18	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	--1----				1	\$1,700.00				
N 18	2	10/23/18	10/23/18	M-F 5p-530p	5p-530p		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-1-----				1	\$1,700.00				
N 19	2	10/18/18	10/18/18	M-F 5p-530p	5p-530p		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	---1---				1	\$1,700.00				
N 20	2	10/17/18	10/22/18	Livestream-Political	9:00 AM-10:00 AM		:01				NS	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/18	10/23/18	M-WTF--				3	\$50.00				
Totals								0.00				22	\$17,975.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/23/18	22	\$17,975.00	(\$2,696.25)	\$15,278.75
<b>Totals</b>	22	\$17,975.00	(\$2,696.25)	\$15,278.75

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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

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

CONTRACT WORKSHEET  
9279962

HARRIS SL104 PAGE 1  
RUN ON OCT5/18 AT 15:21  
FROM STATION

BEN RHEAULT  
STRATEGIC MEDIA SERVICES  
1911 NORTH FT. MYER DRIVE #400  
ARLINGTON, VA 22209

POLI/R DAVIS /R/CON/IL  
DAVIS 4 CONGRESS IL  
OCT17/18- OCT23/18 1WKS  
TERESA DIFURIA  
TYPE 0  
CTG POLC  
EST 5080

REP: THIS IS A NEW ORDER  
\*\*CLIENT: DAVIS 4 CONGRESS IL\*\*  
OUR TOTAL IS \$17,975  
PLS CONFIRM  
THANKS, MATT

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICING IS PREFERRED  
FOR TV AND RADIO INVOICES - IDB# 9912521  
FOR MARKETRON: E1141074

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 403									
AGENCY PRODUCT CODE = 491									
AGENCY EST# = 5080									
1	MON	700A-730A	30	OCT22		1	\$1,025.00	1	\$1,025.00
PROGRAM : FOX 2 NEWS @ 7AM									
CON COM1: FOX 2 NEWS @ 7AM									
2	TUE	700A-730A	30	OCT23		1	\$1,025.00	1	\$1,025.00
PROGRAM : FOX 2 NEWS @ 7AM									
CON COM1: FOX 2 NEWS @ 7AM									
3	WED	700A-730A	30	OCT17		1	\$1,025.00	1	\$1,025.00
PROGRAM : FOX 2 NEWS @ 7AM									
CON COM1: FOX 2 NEWS @ 7AM									
4	THU	700A-730A	30	OCT18		1	\$1,025.00	1	\$1,025.00
PROGRAM : FOX 2 NEWS @ 7AM									
CON COM1: FOX 2 NEWS @ 7AM									
5	FRI	700A-730A	30	OCT19		1	\$1,025.00	1	\$1,025.00
PROGRAM : FOX 2 NEWS @ 7AM									
CON COM1: FOX 2 NEWS @ 7AM									



HARRIS SL104 PAGE 2  
RUN ON OCT5/18 AT 15:21  
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
6	MON	730A-800A	30	OCT22		1	\$1,025.00	1	\$1,025.00
PROGRAM : FOX 2 NEWS @ 730AM									
CON COM1: FOX 2 NEWS @ 730AM									
7	WED	730A-800A	30	OCT17		1	\$1,025.00	1	\$1,025.00
PROGRAM : FOX 2 NEWS @ 730AM									
CON COM1: FOX 2 NEWS @ 730AM									
8	FRI	730A-800A	30	OCT19		1	\$1,025.00	1	\$1,025.00
PROGRAM : FOX 2 NEWS @ 730AM									
CON COM1: FOX 2 NEWS @ 730AM									
9	SAT	800A-830A	30	OCT20		1	\$1,025.00	1	\$1,025.00
PROGRAM : FOX 2 NEWS SATURDAY @ 8AM									
CON COM1: FOX 2 NEWS SATURDAY @ 8AM									
10	SUN	800A-830A	30	OCT21		1	\$650.00	1	\$650.00
PROGRAM : FOX 2 NEWS SUNDAY @ 8AM									
CON COM1: FOX 2 NEWS SUNDAY @ 8AM									
11	TUE	900A-930A	30	OCT23		1	\$575.00	1	\$575.00
PROGRAM : FOX 2 NEWS @ 9AM									
CON COM1: FOX 2 NEWS @ 9AM									
12	THU	900A-930A	30	OCT18		1	\$575.00	1	\$575.00
PROGRAM : FOX 2 NEWS @ 9AM									
CON COM1: FOX 2 NEWS @ 9AM									
13	MON	1100A-1200N	30	OCT22		0	\$425.00	0	\$ .00
PROGRAM : FOX 2 NEWS @ 11A									
CON COM1: FOX 2 NEWS @ 11A									
14	TUE	1100A-1200N	30	OCT23		1	\$425.00	1	\$425.00
PROGRAM : FOX 2 NEWS @ 11A									
CON COM1: FOX 2 NEWS @ 11A									
15	WED	1100A-1200N	30	OCT17		1	\$425.00	1	\$425.00
PROGRAM : FOX 2 NEWS @ 11A									
CON COM1: FOX 2 NEWS @ 11A									

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
16	THU	1100A-1200N	30	OCT18		1	\$425.00	1	\$425.00
PROGRAM : FOX 2 NEWS @ 11A									
CON COM1: FOX 2 NEWS @ 11A									
17	FRI	1100A-1200N	30	OCT19		1	\$425.00	1	\$425.00
PROGRAM : FOX 2 NEWS @ 11A									
CON COM1: FOX 2 NEWS @ 11A									
18	MON	500P-530P	30	OCT22		0	\$1,700.00	0	\$ .00
PROGRAM : FOX 2 NEWS @ 5PM									
CON COM1: FOX 2 NEWS @ 5PM									
19	WED	500P-530P	30	OCT17		1	\$1,700.00	1	\$1,700.00
PROGRAM : FOX 2 NEWS @ 5PM									
CON COM1: FOX 2 NEWS @ 5PM									
20	TUE	900P-930P	30	OCT23		1	\$1,700.00	1	\$1,700.00
PROGRAM : FOX 2 NEWS @ 9PM									
CON COM1: FOX 2 NEWS @ 9PM									
21	THU	900P-930P	30	OCT18		1	\$1,700.00	1	\$1,700.00
PROGRAM : FOX 2 NEWS @ 9PM									
CON COM1: FOX 2 NEWS @ 9PM									
22	W-F,M	900A-1000A	30	OCT17-OCT22		3	\$50.00	3	\$150.00
PROGRAM : 9A NEWS LIVE STREAM									
CON COM1: 9A NEWS LIVE STREAM									
OCT/18		17975.00							
MARKET TOTALS \$89,875 KTVI 20% KDNL 5% KMOV 35% KSDK 40% KPLR 0% NTVI 0% WRBU 0%									
SHARE SLIGHTLY LOW DUE TO STATION NOT HAVING MUCH REACH INTO THE IL VOTING DISTRICT									
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									
CONTRACT TOTAL									17975.00
TOTAL SPOTS									22