



**WQAD-TV**  
**3003 Park 16th St**  
**Moline, IL 61265**  
**(309)764-8888**

[www.wqad.com](http://www.wqad.com)

# CONTRACT

<u>Contract / Revision</u> 769283 /		<u>Alt Order #</u> 07377708
<u>Product</u> 9/17 LCV 3594		
<u>Contract Dates</u> 09/21/14 - 10/03/14	<u>Estimate #</u> 3594	
<u>Advertiser</u> League of Conservation Voters		<u>Original Date / Revision</u> 09/17/14 / 09/17/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WQAD	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8558	<u>Advertiser Code</u> 155	<u>Product Code</u> 163
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	8	09/22/14	09/26/14	Jimmel 1035p	1035--1135p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	MTWTF--				1	\$450.00	0.00			
N 2	8	09/29/14	10/03/14	Jimmel 1035p	1035--1135p		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	MT-----				2	\$500.00	0.00			
N 3	8	09/22/14	09/30/14	Jimmel 1035p	1035--1135p		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	MT-----				2	\$300.00	0.00			
Week:		09/29/14	10/05/14	MT-----				1	\$300.00	0.00			
N 4	8	09/22/14	09/26/14	M-F 3-4p	3-4p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	MTWTF--				2	\$450.00	0.00			
N 5	8	09/29/14	09/30/14	M-F 3-4p	3-4p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	MT-----				1	\$550.00	0.00			
N 6	8	09/29/14	09/30/14	Good Morning America	7-9a		:30				NM	1	\$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:		09/29/14	10/05/14	MT-----				1	\$1,200.00	0.00			
N 7	8	09/22/14	09/26/14	Good Morning America	7-9a		:30				NM	2	\$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:		09/22/14	09/28/14	MTWTF--				2	\$900.00	0.00			
N 8	8	09/29/14	09/30/14	Good Morning America	7-9a		:30				NM	1	\$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:		09/29/14	10/05/14	MT-----				1	\$1,200.00	0.00			
N 9	8	09/22/14	09/26/14	Good Morning America	7-9a		:30				NM	2	\$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:		09/22/14	09/28/14	MTWTF--				2	\$900.00	0.00			
N 10	8	09/22/14	09/26/14	Kelly & Michael M-F 9-10a	9-10a		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	MTWTF--				2	\$300.00	0.00			
N 11	8	09/29/14	09/30/14	Kelly & Michael M-F 9-10a	9-10a		: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>			

(\* 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. Tribune Broadcasting does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
769283 /	07377708

Contract Dates	Product	Estimate #
09/21/14 - 10/03/14	9/17 LCV 3594	3594

Advertiser	Original Date / Revision
League of Conservation V	09/17/14 / 09/17/14

*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:		09/29/14	10/05/14	MT-----				1	\$400.00	0.00			
N 12	8	09/22/14	09/22/14	Dancing w/the Stars	various		:30				NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	1-----				1	\$6,500.00	0.00			
N 13	8	09/29/14	09/29/14	ABC Prime	9-10PM		:30				NM	1	\$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:		09/29/14	10/05/14	1-----				1	\$4,000.00	0.00			
N 15	8	09/27/14	09/27/14	College Football	7-1030pm		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/22/14	09/28/14	-----1-				1	\$1,000.00	0.00			
N 16	8	09/27/14	09/27/14	GMA Saturday 7-8a	Sa 7-8a		: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:		09/22/14	09/28/14	-----1-				1	\$400.00	0.00			
<b>Totals</b>										0.00		22	\$22,700.00

Time Period	# of Spots	Gross Amount	Net Amount
09/01/14 -09/28/14	14	\$14,050.00	\$11,942.50
09/29/14 -09/30/14	8	\$8,650.00	\$7,352.50
<b>Totals</b>	22	\$22,700.00	\$19,295.00

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

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