



WHO
1801 Grand Ave
Des Moines, IA 50309
(515) 242-3500

CONTRACT

<u>Contract / Revision</u> 308794 /		<u>Alt Order #</u> 08218219
<u>Product</u> HOUSE MAJ PAC		
<u>Contract Dates</u> 11/01/16 - 11/07/16		<u>Estimate #</u> 4502
<u>Advertiser</u> House Majority PAC		<u>Original Date / Revision</u> 03/30/16 / 08/17/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHO	<u>Account Executive</u> Cheryl Long	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 14573	<u>Advertiser Code</u> 79	<u>Product Code</u> 86
<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	13	11/01/16	11/07/16	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				6	\$275.00	0.00			
N 2	13	11/01/16	11/07/16	Channel 13 News @ 10p	10:00 PM-10:35 PM		:30				NM	6	\$12,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				6	\$2,025.00	0.00			
N 3	13	11/01/16	11/07/16	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				3	\$725.00	0.00			
N 4	13	11/01/16	11/07/16	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	5	\$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:		11/01/16	11/07/16	MTWTF--				5	\$200.00	0.00			
N 5	13	11/01/16	11/07/16	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				6	\$275.00	0.00			
N 6	13	11/01/16	11/07/16	M-F 3p-330p	3:00 PM-3:30 PM		:30				NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				5	\$225.00	0.00			
N 7	13	11/01/16	11/07/16	M-F 330p-4p	3:30 PM-4:00 PM		:30				NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				5	\$275.00	0.00			
N 8	13	11/01/16	11/07/16	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				8	\$350.00	0.00			
N 9	13	11/01/16	11/07/16	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				6	\$1,000.00	0.00			
N 10	13	11/01/16	11/07/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	7	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				6	\$1,700.00	0.00			

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

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<u>Contract / Revision</u>		<u>Alt Order #</u>
308794 /		08218219
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/16 - 11/07/16	HOUSE MAJ PAC	4502
<u>Advertiser</u>		<u>Original Date / Revision</u>
House Majority PAC		03/30/16 / 08/17/16

*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>			
<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>Rtg</u>	<u>Type</u>		
6	13	11/01/16-11/07/16		M-F 530p-6p	5:30 PM-6:00 PM	MTuWThF----	:30		\$1,700.00	0.00	NM		
See MG 10.7,10.8													
7	13	11/01/16-11/07/16		Channel 13 News @ 5p	5p-530p	MTuWThF----	:30		\$1,000.00	0.00	NM		
Ⓜ MG for 10.6 11/01													
8	13	11/05/16-11/05/16		Channel 13 News @ 6p	6p-630p	-----Sa--	:30		\$700.00	0.00	NM		
Ⓜ MG for 10.6 11/01													
N 11	13	11/01/16	11/07/16	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				6	\$1,400.00	0.00			
N 12	13	11/01/16	11/07/16	Today In Iowa	6:00 AM-7:00 AM		:30				NM	12	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				12	\$1,000.00	0.00			
N 13	13	11/01/16	11/07/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	6	\$16,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				6	\$2,675.00	0.00			
N 14	13	11/01/16	11/07/16	Today	7:00 AM-9:00 AM		:30				NM	12	\$11,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				12	\$975.00	0.00			
N 15	13	11/01/16	11/07/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				12	\$375.00	0.00			
N 16	13	11/07/16	11/07/16	Monday Prime Hour 2	7:00 PM-9:00 PM		:30				NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	2-----				2	\$1,400.00	0.00			
N 17	13	11/05/16	11/05/16	Sa 10p-1030p	10:00 PM-10:30 PM		:30				NM	1	\$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:		10/31/16	11/06/16	-----1-				1	\$1,800.00	0.00			
N 18	13	11/05/16	11/05/16	Channel 13 News @ 6p	6:00 PM-6:30 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:		10/31/16	11/06/16	-----1-				1	\$700.00	0.00			
N 19	13	11/05/16	11/05/16	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$725.00
		<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	\$725.00	0.00			
N 20	13	11/05/16	11/05/16	Sa 8a-10a	8:00 AM-10:00 AM		:30				NM	1	\$475.00
		<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	\$475.00	0.00			
N 21	13	11/06/16	11/06/16	Channel 13 News @ 5p	5:00 PM-5:30 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:		10/31/16	11/06/16	-----1				1	\$600.00	0.00			
N 22	13	11/06/16	11/06/16	Sunday Prime Hour 1	6:00 PM-8:00 PM		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$800.00	0.00			
<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>Rtg</u>	<u>Type</u>		
1	13	10/31/16-11/06/16		Sunday Prime Hour 1	6:00 PM-8:00 PM	-----Su	:30		\$800.00	0.00	NM		
See MG 22.2,22.3													
2	13	11/01/16-11/04/16		M-F 10a-11a	10a-11a	-TuWThF----	:30		\$400.00	0.00	NM		
Ⓜ MG for 22.1 11/06													
3	13	11/01/16-11/04/16		M-F 10a-11a	10a-11a	-TuWThF----	:30		\$400.00	0.00	NM		
Ⓜ MG for 22.1 11/06													
N 23	13	11/06/16	11/06/16	Su 8a-10a	8:00 AM-10:00 AM		:30				NM	1	\$375.00

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Week:		10/31/16	11/06/16	-----1				1	\$375.00	0.00			
N 24	13	11/01/16	11/01/16	Tuesday Prime Hour 2	7:00 PM-9:00 PM		:30				NM	1	\$2,425.00
		<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	\$2,425.00	0.00			
N 25	13	11/02/16	11/02/16	Wednesday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$2,425.00
		<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	\$2,425.00	0.00			
N 26	13	11/02/16	11/02/16	Wednesday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$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:		10/31/16	11/06/16	--1----				1	\$1,225.00	0.00			
N 27	13	11/02/16	11/02/16	Wednesday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$1,250.00
		<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	\$1,250.00	0.00			
Totals										0.00		119	\$108,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/31/16 - 11/07/16	119	\$108,375.00	\$92,118.75
Totals	119	\$108,375.00	\$92,118.75

Signature: _____ **Date:** _____

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