

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

CONTRACT

And:

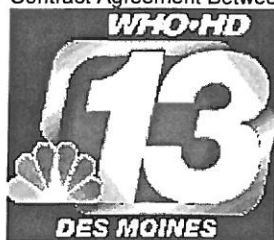
LS2group
510 E. Locust St
Suite 200
Des Moines, IA 50309

<u>Contract / Revision</u> 131521 /		<u>Alt Order #</u>
<u>Product</u> IPCW M04 Round 1		
<u>Contract Dates</u> 05/11/15 - 05/29/15		<u>Estimate #</u>
<u>Advertiser</u> Iowa Partnership for Clean Water		<u>Original Date / Revision</u> 05/07/15 / 05/07/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHO	<u>Account Executive</u> National WHO House	<u>Sales Office</u> National House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<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	13	05/11/15	05/29/15	Today In Iowa	6a-7a		:30				NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/11/15	05/17/15	MTWTF--				2	\$800.00	0.00			
		Week: 05/18/15	05/24/15	MTWTF--				2	\$800.00	0.00			
		Week: 05/25/15	05/31/15	MTWTF--				3	\$800.00	0.00			
N 2	13	05/11/15	05/29/15	Today	7a-9a		:30				NM	7	\$5,390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/11/15	05/17/15	MTWTF--				2	\$770.00	0.00			
		Week: 05/18/15	05/24/15	MTWTF--				3	\$770.00	0.00			
		Week: 05/25/15	05/31/15	MTWTF--				2	\$770.00	0.00			
N 3	13	05/11/15	05/29/15	Rachel Ray	11a-12p		:30				NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/11/15	05/17/15	MTWTF--				2	\$90.00	0.00			
		Week: 05/18/15	05/24/15	MTWTF--				1	\$90.00	0.00			
		Week: 05/25/15	05/31/15	MTWTF--				2	\$90.00	0.00			
N 4	13	05/11/15	05/29/15	Channel 13 News @ Noon	12p-1p		:30				NM	6	\$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: 05/11/15	05/17/15	MTWTF--				2	\$300.00	0.00			
		Week: 05/18/15	05/24/15	MTWTF--				2	\$300.00	0.00			
		Week: 05/25/15	05/31/15	MTWTF--				2	\$300.00	0.00			
N 5	13	05/11/15	05/29/15	Jeopardy	3p-4p		:30				NM	6	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/11/15	05/17/15	MTWTF--				2	\$180.00	0.00			
		Week: 05/18/15	05/24/15	MTWTF--				2	\$180.00	0.00			
		Week: 05/25/15	05/31/15	MTWTF--				2	\$180.00	0.00			
N 6	13	05/11/15	05/29/15	Channel 13 News @ 5p	5p-530p		:30				NM	7	\$5,670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/11/15	05/17/15	MTWTF--				2	\$810.00	0.00			
		Week: 05/18/15	05/24/15	MTWTF--				3	\$810.00	0.00			
		Week: 05/25/15	05/31/15	MTWTF--				2	\$810.00	0.00			
N 7	13	05/11/15	05/29/15	M-F 530p-6p	530p-6p		:30				NM	7	\$6,615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 05/11/15	05/17/15	MTWTF--				2	\$945.00	0.00			
		Week: 05/18/15	05/24/15	MTWTF--				2	\$945.00	0.00			

(* 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.



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131521 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/11/15 - 05/29/15	IPCW M04 Round 1	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Iowa Partnership for Clea	05/07/15 / 05/07/15

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/25/15	05/31/15	MTWTF--				3	\$945.00	0.00			
N 8 13		05/11/15	05/29/15	Channel 13 News @ 6p	6p-630p		:30				NM	6	\$7,290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	MTWTF--				2	\$1,215.00	0.00			
Week:		05/18/15	05/24/15	MTWTF--				2	\$1,215.00	0.00			
Week:		05/25/15	05/31/15	MTWTF--				2	\$1,215.00	0.00			
Totals										0.00		51	\$33,895.00

Time Period	# of Spots	Gross Amount	Net Amount
04/27/15 - 05/29/15	51	\$33,895.00	\$28,810.75
Totals	51	\$33,895.00	\$28,810.75

Signature: _____ **Date:** _____

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