



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

CONTRACT

| | | |
|---|---|--|
| <u>Contract / Revision</u> 741478 / | | <u>Alt Order #</u> 09235303 |
| <u>Product</u> BERGMAN/RP OF IA | | |
| <u>Contract Dates</u> 10/10/18 - 10/16/18 | | <u>Estimate #</u> 5333 |
| <u>Advertiser</u> Bergman/R/IA HD 44 IA/Republican Party | | <u>Original Date / Revision</u> 09/26/18 / 10/03/18 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WHO | <u>Account Executive</u> Cheryl Long | <u>Sales Office</u> NSO Washingto |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>Agency Code</u> 12521 | <u>Advertiser Code</u> | <u>Product 1/2</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

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

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|----|-------------------|-----------------|----------------------|------------------|------|--------|-------------------|-------------|-----|------|-------|------------|
| N 1 | 13 | 10/11/18 | 10/12/18 | Today In Iowa | 6:00 AM-7:00 AM | | :30 | | | | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | ---TF-- | | | | 2 | \$350.00 | | | | |
| N 2 | 13 | 10/15/18 | 10/15/18 | Today In Iowa | 6:00 AM-7:00 AM | | :30 | | | | NM | 1 | \$350.00 |
| | | <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 | \$350.00 | | | | |
| N 3 | 13 | 10/10/18 | 10/11/18 | Today | 7:00 AM-9:00 AM | | :30 | | | | NM | 2 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | --WT--- | | | | 2 | \$325.00 | | | | |
| N 4 | 13 | 10/15/18 | 10/16/18 | Today | 7:00 AM-9:00 AM | | :30 | | | | NM | 2 | \$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 | MT----- | | | | 2 | \$325.00 | | | | |
| N 5 | 13 | 10/14/18 | 10/14/18 | Su 7a-8a | 7:00 AM-8:00 AM | | :30 | | | | NM | 1 | \$110.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | -----1 | | | | 1 | \$110.00 | | | | |
| N 6 | 13 | 10/14/18 | 10/14/18 | Su 8a-10a | 8:00 AM-10:00 AM | | :30 | | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | -----1 | | | | 1 | \$150.00 | | | | |
| N 7 | 13 | 10/10/18 | 10/12/18 | M-F 1p-2p | 1:00 PM-2:00 PM | | :30 | | | | NM | 3 | \$255.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | --WTF-- | | | | 3 | \$85.00 | | | | |
| N 8 | 13 | 10/15/18 | 10/16/18 | M-F 1p-2p | 1:00 PM-2:00 PM | | :30 | | | | NM | 2 | \$170.00 |
| | | <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 | MT----- | | | | 2 | \$85.00 | | | | |
| N 9 | 13 | 10/10/18 | 10/10/18 | M-F 330p-4p | 3:30 PM-4:00 PM | | :30 | | | | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | --1---- | | | | 1 | \$75.00 | | | | |
| N 12 | 13 | 10/13/18 | 10/13/18 | Channel 13 News @ 6p | 6:00 PM-6:30 PM | | :30 | | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | -----1- | | | | 1 | \$225.00 | | | | |
| N 13 | 13 | 10/14/18 | 10/14/18 | Channel 13 News @ 5p | 5:00 PM-5:30 PM | | :30 | | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | -----1 | | | | 1 | \$200.00 | | | | |
| N 14 | 13 | 10/10/18 | 10/12/18 | M-F 630p-7p | 6:30 PM-7:00 PM | | :30 | | | | NM | 3 | \$1,500.00 |

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

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| <u>Contract / Revision</u> 741478 / | | <u>Alt Order #</u> 09235303 |
| <u>Contract Dates</u> 10/10/18 - 10/16/18 | <u>Product</u> BERGMAN/RP OF IA | <u>Estimate #</u> 5333 |
| <u>Advertiser</u> Bergman/R/IA HD 44 IA/R | | <u>Original Date / Revision</u> 09/26/18 / 10/03/18 |

| *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: | | 10/08/18 | 10/14/18 | --WTF-- | | | | 3 | \$500.00 | | | | |
| N 15 | 13 | 10/15/18 | 10/16/18 | M-F 630p-7p | 6:30 PM-7:00 PM | | :30 | | | | NM | 2 | \$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 | MT----- | | | | 2 | \$500.00 | | | | |
| | <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>Type</u> | | |
| | 1 | 13 | 10/15/18-10/21/18 | M-F 630p-7p | 6:30 PM-7:00 PM | MTu----- | :30 | | \$500.00 | | NM | | |
| See MG 15.3,15.4 | | | | | | | | | | | | | |
| | 2 | 13 | 10/15/18-10/21/18 | M-F 630p-7p | 6:30 PM-7:00 PM | MTu----- | :30 | | \$500.00 | | NM | | |
| See MG 15.3,15.4 | | | | | | | | | | | | | |
| | 3 | 13 | 10/15/18-10/16/18 | M-F 630p-7p | 6:30 PM-7:00 PM | MTu----- | :30 | | \$850.00 | | NM | | |
| Ⓜ MG for 15.2,15.1 | | | | | | | | | | | | | |
| | 4 | 13 | 10/15/18-10/16/18 | M-F 630p-7p | 6:30 PM-7:00 PM | MTu----- | :30 | | \$850.00 | | NM | | |
| Ⓜ MG for 15.2,15.1 | | | | | | | | | | | | | |
| N 16 | 13 | 10/11/18 | 10/12/18 | Channel 13 News @ 10p | 10:00 PM-10:35 PM | | :30 | | | | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | ---TF-- | | | | 2 | \$650.00 | | | | |
| N 17 | 13 | 10/15/18 | 10/15/18 | Monday Prime 2 HR | 7:00 PM-9:00 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> | | | | |
| Week: | | 10/15/18 | 10/21/18 | 1----- | | | | 1 | \$1,200.00 | | | | |
| | <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>Type</u> | | |
| | 1 | 13 | 10/15/18-10/21/18 | Monday Prime 2 HR | 7:00 PM-9:00 PM | M----- | :30 | | \$1,200.00 | | NM | | |
| See MG 17.2 | | | | | | | | | | | | | |
| | 2 | 13 | 10/15/18-10/15/18 | Monday Prime 2 HR | 7:00 PM-9:00 PM | M----- | :30 | | \$1,800.00 | | NM | | |
| Ⓜ MG for 17.1 10/15 | | | | | | | | | | | | | |
| N 20 | 13 | 10/14/18 | 10/14/18 | NFL Reg Ssn Gm | 7:00 PM-11:00 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> | | | | |
| Week: | | 10/08/18 | 10/14/18 | -----1 | | | | 1 | \$1,250.00 | | | | |
| N 21 | 13 | 10/15/18 | 10/15/18 | Channel 13 News @ 6p | 6p-630p | | :30 | | | | NM | 1 | \$450.00 |
| | | <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 | M----- | | | | 1 | \$450.00 | | | | |
| N 22 | 13 | 10/11/18 | 10/12/18 | Channel 13 News @ 6p | 6p-630p | | :30 | | | | NM | 2 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | ---TF-- | | | | 2 | \$450.00 | | | | |
| N 23 | 13 | 10/11/18 | 10/12/18 | M-F 1035p-1135p | 1035p-1135p | | :30 | | | | NM | 2 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | ---TF-- | | | | 2 | \$225.00 | | | | |
| N 24 | 13 | 10/11/18 | 10/11/18 | Thursday Prime Hour 2 | 8p-9p | | :30 | | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | ---T--- | | | | 1 | \$600.00 | | | | |
| N 25 | 13 | 10/14/18 | 10/14/18 | Su 1105p-1135p | 1105p-1135p | | :30 | | | | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/08/18 | 10/14/18 | -----S | | | | 1 | \$25.00 | | | | |
| Totals | | | | | | | | | | | 0.00 | 33 | \$13,510.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|-------------|
| 10/01/18 - 10/16/18 | 33 | \$13,510.00 | (\$2,026.50) | \$11,483.50 |
| Totals | 33 | \$13,510.00 | (\$2,026.50) | \$11,483.50 |

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| 741478 / | 09235303 |

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| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/10/18 - 10/16/18 | BERGMAN/RP OF IA | 5333 |

| | |
|-------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Bergman/R/IA HD 44 IA/R | 09/26/18 / 10/03/18 |

Signature: _____ **Date:** _____

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