

CONTRACT



WGN-TV
2501 W. Bradley Place
Chicago, IL 60618
(773) 528-2311

And:

Strategic Media Services, Inc.
1911 North Ft Myer Drive
Ste 400
Arlington, VA 22209

<u>Contract / Revision</u> 616064 /		<u>Alt Order #</u> 07360072
<u>Product</u> Topinka - Comptroller		
<u>Contract Dates</u> 10/29/14 - 11/04/14		<u>Estimate #</u> B
<u>Advertiser</u> Judy Baar Topinka for IL Comptroller		<u>Original Date / Revision</u> 10/16/14 / 10/16/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGN	<u>Account Executive</u> Aaron Ashe	<u>Sales Office</u> Telerep Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 12521	<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
1	9	10/29/14	10/29/14	M-Su 9p News	9p-930p		:15				NM	1	\$1,100.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--1----				1	\$1,100.00	0.00			
2	9	11/03/14	11/03/14	M-Su 9p News	9p-930p		:15				NM	1	\$1,100.00
CANDIDATE DISCOUNT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$1,100.00	0.00			
3	9	10/29/14	10/31/14	M-Su 9p News	930p-10p		:15				NM	2	\$2,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--W-F--				2	\$1,100.00	0.00			
4	9	11/03/14	11/03/14	M-Su 9p News	930p-10p		:15				NM	1	\$1,100.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$1,100.00	0.00			
5	9	10/30/14	10/31/14	M-F 6a-9a	6a-7a		:15				NM	2	\$1,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	---TF--				2	\$600.00	0.00			
6	9	11/03/14	11/04/14	M-F 6a-9a	6a-7a		:15				NM	2	\$1,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				2	\$600.00	0.00			
7	9	10/29/14	10/31/14	M-F 6a-9a	7a-8a		:15				NM	3	\$1,800.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--WTF--				3	\$600.00	0.00			
8	9	11/03/14	11/04/14	M-F 6a-9a	7a-8a		:15				NM	2	\$1,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				2	\$600.00	0.00			
9	9	10/30/14	10/30/14	M-F 6a-9a	8a-9a		:15				NM	1	\$600.00
CANDIDATE DISCOUNT RATE													

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*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:		10/27/14	11/02/14	--- 1---				1	\$600.00	0.00			
10	9	11/03/14	11/04/14	M-F 6a-9a	8a-9a		:15				NM	2	\$1,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				2	\$600.00	0.00			
11	9	10/29/14	10/30/14	WGN Midday News	11a - 1130A		:15				NM	2	\$500.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--WT---				2	\$250.00	0.00			
12	9	11/03/14	11/03/14	WGN Midday News	11a - 1130A		:15				NM	1	\$250.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$250.00	0.00			
13	9	10/29/14	10/29/14	WGN Midday News	1130a - 12p		:15				NM	1	\$250.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--1----				1	\$250.00	0.00			
14	9	11/03/14	11/03/14	WGN Midday News	1130a - 12p		:15				NM	1	\$250.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$250.00	0.00			
15	9	10/29/14	10/30/14	WGN Midday News	12 - 1230p		:15				NM	2	\$500.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--WT---				2	\$250.00	0.00			
16	9	11/03/14	11/03/14	WGN Midday News	12 - 1230p		:15				NM	1	\$250.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$250.00	0.00			
17	9	10/30/14	10/30/14	WGN Midday News	1230- 1p		:15				NM	1	\$250.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	---1---				1	\$250.00	0.00			
18	9	11/03/14	11/03/14	WGN Midday News	1230- 1p		:15				NM	1	\$250.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$250.00	0.00			
19	9	10/29/14	10/31/14	M-F EF News 5p-7p	5p-530p		:15				NM	3	\$1,050.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--WTF--				3	\$350.00	0.00			
20	9	11/03/14	11/03/14	M-F EF News 5p-7p	5p-530p		:15				NM	1	\$350.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$350.00	0.00			
21	9	10/29/14	10/31/14	M-F EF News 5p-7p	530p-6p		:15				NM	3	\$1,050.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	--WTF--				3	\$350.00	0.00			
22	9	11/03/14	11/03/14	M-F EF News 5p-7p	530p-6p		:15				NM	1	\$350.00
CANDIDATE DISCOUNT RATE													

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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:		11/03/14	11/09/14	1-----				1	\$350.00	0.00			
23	9	11/02/14	11/02/14	Weekend Morning News	630a-7am		:15				NM	1	\$100.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	-----1				1	\$100.00	0.00			
Totals										0.00		36	\$18,100.00

Time Period	# of Spots	Gross Amount	Net Amount
10/27/14 - 11/04/14	36	\$18,100.00	\$15,385.00
Totals	36	\$18,100.00	\$15,385.00

Signature: _____ **Date:** _____

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