

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

CONTRACT

| | | |
|--|---|--|
| <u>Contract / Revision</u> 232077 / | | <u>Alt Order #</u> 08026384 |
| <u>Product</u> AWARENESS JAN '16 | | |
| <u>Contract Dates</u> 01/04/16 - 02/02/16 | | <u>Estimate #</u> 4228 |
| <u>Advertiser</u> AARP | | <u>Original Date / Revision</u> 12/04/15 / 12/30/15 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WHO | <u>Account Executive</u> Cheryl Long | <u>Sales Office</u> NSO Washingto |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 5 | <u>Product Code</u> 189 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

GMMB/Greer Margolis Mitchell & Burns
 3050 K St 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 |
|-------|-------|-------------------|-----------------|------------------------|-------------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|
| D 1 | 13 | 01/04/16 | 01/29/16 | Channel 13 News @ 10p | 10:00 PM-10:35 PM | | :30 | | | | NM | 0 | \$0.00 |
| N 2 | 13 | 01/04/16 | 01/29/16 | M-F 11a-12p | 11:00 AM-12:00 PM | | :30 | | | | NM | 4 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 01/04/16 | 01/10/16 | MTWTF-- | | | | 1 | \$200.00 | 0.00 | | | |
| | Week: | 01/11/16 | 01/17/16 | MTWTF-- | | | | 1 | \$200.00 | 0.00 | | | |
| | Week: | 01/18/16 | 01/24/16 | MTWTF-- | | | | 1 | \$200.00 | 0.00 | | | |
| | Week: | 01/25/16 | 01/31/16 | MTWTF-- | | | | 1 | \$200.00 | 0.00 | | | |
| D 3 | 13 | 01/04/16 | 01/29/16 | Channel 13 News @ Noon | 12:00 PM-1:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| D 4 | 13 | 01/04/16 | 01/29/16 | M-F 3p-330p | 3:00 PM-3:30 PM | | :30 | | | | NM | 0 | \$0.00 |
| D 5 | 13 | 01/04/16 | 01/29/16 | M-F 330p-4p | 3:30 PM-4:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| N 6 | 13 | 01/04/16 | 01/29/16 | Channel 13 News @ 4p | 4:00 PM-5:00 PM | | :30 | | | | NM | 4 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 01/04/16 | 01/10/16 | MTWTF-- | | | | 1 | \$675.00 | 0.00 | | | |
| | Week: | 01/11/16 | 01/17/16 | MTWTF-- | | | | 1 | \$675.00 | 0.00 | | | |
| | Week: | 01/18/16 | 01/24/16 | MTWTF-- | | | | 1 | \$675.00 | 0.00 | | | |
| | Week: | 01/25/16 | 01/31/16 | MTWTF-- | | | | 1 | \$675.00 | 0.00 | | | |
| N 7 | 13 | 01/04/16 | 01/29/16 | Channel 13 News @ 4p | 4:00 PM-5:00 PM | | :30 | | | | NM | 5 | \$3,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 01/04/16 | 01/10/16 | MTWTF-- | | | | 1 | \$675.00 | 0.00 | | | |
| | Week: | 01/11/16 | 01/17/16 | MTWTF-- | | | | 1 | \$675.00 | 0.00 | | | |
| | Week: | 01/18/16 | 01/24/16 | MTWTF-- | | | | 1 | \$675.00 | 0.00 | | | |
| | Week: | 01/25/16 | 01/31/16 | MTWTF-- | | | | 2 | \$675.00 | 0.00 | | | |
| D 8 | 13 | 01/11/16 | 01/29/16 | Today In Iowa | 5:00 AM-5:30 AM | | :30 | | | | NM | 0 | \$0.00 |
| N 9 | 13 | 01/04/16 | 01/29/16 | Channel 13 News @ 5p | 5:00 PM-5:30 PM | | :30 | | | | NM | 8 | \$14,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 01/04/16 | 01/10/16 | MTWTF-- | | | | 2 | \$1,775.00 | 0.00 | | | |
| | Week: | 01/11/16 | 01/17/16 | MTWTF-- | | | | 1 | \$1,775.00 | 0.00 | | | |
| | Week: | 01/18/16 | 01/24/16 | MTWTF-- | | | | 2 | \$1,775.00 | 0.00 | | | |
| | Week: | 01/25/16 | 01/31/16 | MTWTF-- | | | | 3 | \$1,775.00 | 0.00 | | | |
| D 10 | 13 | 01/11/16 | 01/29/16 | Today In Iowa | 530a-6a | | :30 | | | | NM | 0 | \$0.00 |
| D 11 | 13 | 01/04/16 | 01/29/16 | M-F 530p-6p | 5:30 PM-6:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| N 12 | 13 | 01/11/16 | 01/29/16 | Channel 13 News @ 6p | 6:00 PM-6:30 PM | | :30 | | | | NM | 3 | \$7,500.00 |
| | | <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)

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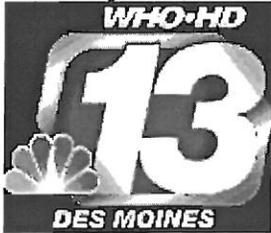
WHO
 1801 Grand Ave
 Des Moines, IA 50309
 (515) 242-3500

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|--|-------------------------------------|--|
| <u>Contract / Revision</u> 232077 / | | <u>Alt Order #</u> 08026384 |
| <u>Contract Dates</u> 01/04/16 - 02/02/16 | <u>Product</u> AWARENESS JAN '16 | <u>Estimate #</u> 4228 |
| <u>Advertiser</u> AARP | | <u>Original Date / Revision</u> 12/04/15 / 12/30/15 |

| *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: | | 01/11/16 | 01/17/16 | MTWTF-- | | | | 1 | \$2,500.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | MTWTF-- | | | | 1 | \$2,500.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | MTWTF-- | | | | 1 | \$2,500.00 | 0.00 | | | |
| N 13 | 13 | 01/04/16 | 01/22/16 | Today In Iowa | 6:00 AM-7:00 AM | | :30 | | | | NM | 4 | \$7,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | MTWTF-- | | | | 1 | \$1,775.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | MTWTF-- | | | | 1 | \$1,775.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | MTWTF-- | | | | 2 | \$1,775.00 | 0.00 | | | |
| D 14 | 13 | 01/04/16 | 01/29/16 | M-F 630p-7p | 6:30 PM-7:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| D 15 | 13 | 01/04/16 | 01/29/16 | Today | 7:00 AM-9:00 AM | | :30 | | | | NM | 0 | \$0.00 |
| D 16 | 13 | 01/04/16 | 01/29/16 | M-F 9a-10a | 9:00 AM-10:00 AM | | :30 | | | | NM | 0 | \$0.00 |
| N 17 | 13 | 02/01/16 | 02/02/16 | M-F 11a-12p | 11:00 AM-12:00 PM | | :30 | | | | NM | 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: | | 02/01/16 | 02/07/16 | MT----- | | | | 1 | \$200.00 | 0.00 | | | |
| D 18 | 13 | 02/01/16 | 02/02/16 | Channel 13 News @ Noon | 12:00 PM-1:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| D 19 | 13 | 02/01/16 | 02/02/16 | M-F 3p-330p | 3:00 PM-3:30 PM | | :30 | | | | NM | 0 | \$0.00 |
| D 20 | 13 | 02/01/16 | 02/02/16 | M-F 330p-4p | 3:30 PM-4:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| D 21 | 13 | 02/01/16 | 02/02/16 | Today In Iowa | 5:00 AM-5:30 AM | | :30 | | | | NM | 0 | \$0.00 |
| D 22 | 13 | 02/01/16 | 02/02/16 | Today In Iowa | 530a-6a | | :30 | | | | NM | 0 | \$0.00 |
| N 23 | 13 | 02/01/16 | 02/02/16 | Today In Iowa | 6:00 AM-7:00 AM | | :30 | | | | NM | 1 | \$1,775.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 02/01/16 | 02/07/16 | MT----- | | | | 1 | \$1,775.00 | 0.00 | | | |
| D 24 | 13 | 02/01/16 | 02/02/16 | Today | 7:00 AM-9:00 AM | | :30 | | | | NM | 0 | \$0.00 |
| D 25 | 13 | 02/01/16 | 02/02/16 | M-F 9a-10a | 9:00 AM-10:00 AM | | :30 | | | | NM | 0 | \$0.00 |
| D 26 | 13 | 01/11/16 | 02/01/16 | Monday Prime Hour 2 | 7:00 PM-9:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| D 27 | 13 | 01/09/16 | 01/30/16 | Sa 10p-1030p | 10:00 PM-10:30 PM | | :30 | | | | NM | 0 | \$0.00 |
| D 28 | 13 | 01/09/16 | 01/30/16 | Sa 12a-1a | 12:05 AM-1:05 AM | | :30 | | | | NM | 0 | \$0.00 |
| D 29 | 13 | 01/09/16 | 01/30/16 | Channel 13 News @ 6p | 6:00 PM-6:30 PM | | :30 | | | | NM | 0 | \$0.00 |
| N 30 | 13 | 01/09/16 | 01/30/16 | Sa 6a-8a | 6:00 AM-8:00 AM | | :30 | | | | NM | 4 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | -----1- | | | | 1 | \$625.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | -----1- | | | | 1 | \$625.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | -----1- | | | | 1 | \$625.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | -----1- | | | | 1 | \$625.00 | 0.00 | | | |
| D 31 | 13 | 01/09/16 | 01/30/16 | Sa 630p-7p | 6:30 PM-7:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| N 32 | 13 | 01/09/16 | 01/30/16 | Saturday Prime | 7:00 PM-10:00 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: | | 01/04/16 | 01/10/16 | -----1- | | | | 1 | \$725.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | -----1- | | | | 1 | \$725.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | ----- | | | | 0 | \$0.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | -----1- | | | | 1 | \$725.00 | 0.00 | | | |
| N 33 | 13 | 01/09/16 | 01/30/16 | Sa 8a-10a | 8:00 AM-10:00 AM | | :30 | | | | NM | 4 | \$3,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | -----1- | | | | 1 | \$850.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | -----1- | | | | 1 | \$850.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | -----1- | | | | 1 | \$850.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | -----1- | | | | 1 | \$850.00 | 0.00 | | | |
| N 34 | 13 | 01/10/16 | 01/31/16 | Channel 13 News @ 5p | 5:00 PM-5:30 PM | | :30 | | | | NM | 4 | \$4,200.00 |

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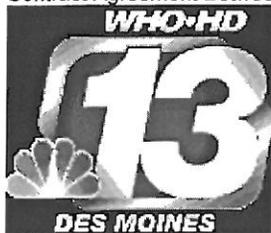
WHO
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| <u>Contract / Revision</u> 232077 / | | <u>Alt Order #</u> 08026384 |
| <u>Contract Dates</u> 01/04/16 - 02/02/16 | | <u>Product</u> AWARENESS JAN '16 |
| | | <u>Estimate #</u> 4228 |
| <u>Advertiser</u> AARP | | <u>Original Date / Revision</u> 12/04/15 / 12/30/15 |

| *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: | | 01/04/16 | 01/10/16 | -----1 | | | | 1 | \$1,050.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | -----1 | | | | 1 | \$1,050.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | -----1 | | | | 1 | \$1,050.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | -----1 | | | | 1 | \$1,050.00 | 0.00 | | | |
| D 35 | 13 | 01/10/16 | 01/10/16 | Sunday Prime Hour 1 | 6:00 PM-7:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| N 36 | 13 | 01/10/16 | 01/10/16 | Golden Globe Awards | Various | | :30 | | | | NM | 1 | \$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: | | 01/04/16 | 01/10/16 | -----1 | | | | 1 | \$2,900.00 | 0.00 | | | |
| N 37 | 13 | 01/10/16 | 01/31/16 | Su 7a-8a | 7:00 AM-8:00 AM | | :30 | | | | NM | 4 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | -----1 | | | | 1 | \$625.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | -----1 | | | | 1 | \$625.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | -----1 | | | | 1 | \$625.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | -----1 | | | | 1 | \$625.00 | 0.00 | | | |
| D 38 | 13 | 01/10/16 | 01/31/16 | Su 8a-10a | 8:00 AM-10:00 AM | | :30 | | | | NM | 0 | \$0.00 |
| D 39 | 13 | 01/19/16 | 01/19/16 | Tuesday Prime Hour 1 | 7:00 PM-8:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| N 40 | 13 | 01/04/16 | 01/22/16 | Channel 13 News @ 10p | 10p-1035p | | :30 | | | | NM | 6 | \$21,870.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | MTWTF-- | | | | 2 | \$3,645.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | MTWTF-- | | | | 2 | \$3,645.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | MTWTF-- | | | | 2 | \$3,645.00 | 0.00 | | | |
| N 41 | 13 | 01/25/16 | 01/29/16 | Channel 13 News @ 10p | 10p-1035p | | :30 | | | | NM | 3 | \$10,935.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/25/16 | 01/31/16 | MTWTF-- | | | | 3 | \$3,645.00 | 0.00 | | | |
| N 42 | 13 | 01/04/16 | 01/29/16 | Channel 13 News @ Noon | 12p-1p | | :30 | | | | NM | 4 | \$2,260.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | MTWTF-- | | | | 1 | \$565.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | ----- | | | | 0 | \$0.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | MTWTF-- | | | | 2 | \$565.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | MTWTF-- | | | | 1 | \$565.00 | 0.00 | | | |
| N 43 | 13 | 01/04/16 | 01/29/16 | M-F 3p-330p | 3p-330p | | :30 | | | | NM | 12 | \$4,080.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | MTWTF-- | | | | 3 | \$340.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | MTWTF-- | | | | 2 | \$340.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | MTWTF-- | | | | 4 | \$340.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | MTWTF-- | | | | 3 | \$340.00 | 0.00 | | | |
| N 44 | 13 | 01/04/16 | 01/29/16 | M-F 330p-4p | 330p-4p | | :30 | | | | NM | 12 | \$4,860.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | MTWTF-- | | | | 3 | \$405.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | MTWTF-- | | | | 3 | \$405.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | MTWTF-- | | | | 3 | \$405.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | MTWTF-- | | | | 3 | \$405.00 | 0.00 | | | |
| N 45 | 13 | 01/11/16 | 01/29/16 | Today In Iowa | 5a-530a | | :30 | | | | NM | 4 | \$2,260.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/11/16 | 01/17/16 | MTWTF-- | | | | 1 | \$565.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | MTWTF-- | | | | 1 | \$565.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | MTWTF-- | | | | 2 | \$565.00 | 0.00 | | | |
| N 46 | 13 | 01/11/16 | 01/29/16 | Today In Iowa | 530a-6a | | :30 | | | | NM | 4 | \$2,840.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/11/16 | 01/17/16 | MTWTF-- | | | | 1 | \$710.00 | 0.00 | | | |

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| <u>Contract Dates</u> 01/04/16 - 02/02/16 | <u>Product</u> AWARENESS JAN '16 | <u>Estimate #</u> 4228 |
|--|-------------------------------------|---------------------------|

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|---------------------------|--|
| <u>Advertiser</u> AARP | <u>Original Date / Revision</u> 12/04/15 / 12/30/15 |
|---------------------------|--|

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|----|-------------------|-----------------|------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|
| N 47 | 13 | 01/04/16 | 01/29/16 | M-F 530p-6p | 530p-6p | | :30 | | | | NM | 4 | \$12,240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 01/18/16 | 01/24/16 | MTWTF-- | | | | 2 | \$710.00 | 0.00 | | | |
| | | Week: 01/25/16 | 01/31/16 | MTWTF-- | | | | 1 | \$710.00 | 0.00 | | | |
| N 48 | 13 | 01/04/16 | 01/29/16 | M-F 630p-7p | 630p-7p | | :30 | | | | NM | 11 | \$51,975.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 01/04/16 | 01/10/16 | MTWTF-- | | | | 1 | \$3,060.00 | 0.00 | | | |
| | | Week: 01/11/16 | 01/17/16 | MTWTF-- | | | | 1 | \$3,060.00 | 0.00 | | | |
| | | Week: 01/18/16 | 01/24/16 | MTWTF-- | | | | 1 | \$3,060.00 | 0.00 | | | |
| | | Week: 01/25/16 | 01/31/16 | MTWTF-- | | | | 1 | \$3,060.00 | 0.00 | | | |
| N 49 | 13 | 01/04/16 | 01/29/16 | Today | 7a-9a | | :30 | | | | NM | 4 | \$6,160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 01/04/16 | 01/10/16 | MTWTF-- | | | | 1 | \$1,540.00 | 0.00 | | | |
| | | Week: 01/11/16 | 01/17/16 | ----- | | | | 0 | \$0.00 | 0.00 | | | |
| | | Week: 01/18/16 | 01/24/16 | MTWTF-- | | | | 1 | \$1,540.00 | 0.00 | | | |
| | | Week: 01/25/16 | 01/31/16 | MTWTF-- | | | | 2 | \$1,540.00 | 0.00 | | | |
| N 50 | 13 | 01/04/16 | 01/29/16 | M-F 9a-10a | 9a-10a | | :30 | | | | NM | 4 | \$2,260.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 01/04/16 | 01/10/16 | MTWTF-- | | | | 1 | \$565.00 | 0.00 | | | |
| | | Week: 01/11/16 | 01/17/16 | MTWTF-- | | | | 1 | \$565.00 | 0.00 | | | |
| | | Week: 01/18/16 | 01/24/16 | MTWTF-- | | | | 1 | \$565.00 | 0.00 | | | |
| | | Week: 01/25/16 | 01/31/16 | MTWTF-- | | | | 1 | \$565.00 | 0.00 | | | |
| N 51 | 13 | 02/01/16 | 02/02/16 | Channel 13 News @ Noon | 12p-1p | | :30 | | | | NM | 1 | \$565.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 02/01/16 | 02/07/16 | MT----- | | | | 1 | \$565.00 | 0.00 | | | |
| N 52 | 13 | 02/01/16 | 02/02/16 | M-F 3p-330p | 3p-330p | | :30 | | | | NM | 1 | \$340.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 02/01/16 | 02/07/16 | MT----- | | | | 1 | \$340.00 | 0.00 | | | |
| D 53 | 13 | 02/01/16 | 02/02/16 | M-F 330p-4p | 330p-4p | | :30 | | | | NM | 0 | \$0.00 |
| N 54 | 13 | 02/01/16 | 02/02/16 | Today In Iowa | 5a-530a | | :30 | | | | NM | 1 | \$565.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 02/01/16 | 02/07/16 | MT----- | | | | 1 | \$565.00 | 0.00 | | | |
| N 55 | 13 | 02/01/16 | 02/02/16 | Today In Iowa | 530a-6a | | :30 | | | | NM | 1 | \$710.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 02/01/16 | 02/07/16 | MT----- | | | | 1 | \$710.00 | 0.00 | | | |
| N 56 | 13 | 02/01/16 | 02/02/16 | Today | 7a-9a | | :30 | | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 02/01/16 | 02/07/16 | MT----- | | | | 1 | \$1,500.00 | 0.00 | | | |
| N 57 | 13 | 02/01/16 | 02/02/16 | M-F 9a-10a | 9a-10a | | :30 | | | | NM | 1 | \$565.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 02/01/16 | 02/07/16 | MT----- | | | | 1 | \$565.00 | 0.00 | | | |
| N 58 | 13 | 01/09/16 | 01/30/16 | Sa 10p-1030p | 10p-1030p | | :30 | | | | NM | 4 | \$12,960.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | | Week: 01/04/16 | 01/10/16 | -----S- | | | | 1 | \$3,240.00 | 0.00 | | | |
| | | Week: 01/11/16 | 01/17/16 | -----S- | | | | 1 | \$3,240.00 | 0.00 | | | |
| | | Week: 01/18/16 | 01/24/16 | -----S- | | | | 1 | \$3,240.00 | 0.00 | | | |
| | | Week: 01/25/16 | 01/31/16 | -----S- | | | | 1 | \$3,240.00 | 0.00 | | | |

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

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

| | |
|--|--------------------------------|
| <u>Contract / Revision</u> 232077 / | <u>Alt Order #</u> 08026384 |
|--|--------------------------------|

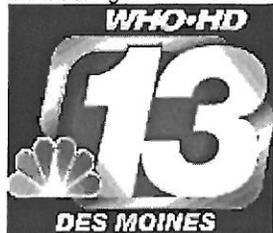
| | | |
|--|-------------------------------------|---------------------------|
| <u>Contract Dates</u> 01/04/16 - 02/02/16 | <u>Product</u> AWARENESS JAN '16 | <u>Estimate #</u> 4228 |
|--|-------------------------------------|---------------------------|

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|---------------------------|--|
| <u>Advertiser</u> AARP | <u>Original Date / Revision</u> 12/04/15 / 12/30/15 |
|---------------------------|--|

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---------------|----|-------------------|-----------------|-----------------------|------------------|------|--------|-------------------|-------------|---------------|------|-------|--------------|
| N 59 | 13 | 01/09/16 | 01/30/16 | Sa 12a-1a | 12a-1a | | :30 | | | | NM | 4 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | -----S- | | | | 1 | \$35.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | -----S- | | | | 1 | \$35.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | -----S- | | | | 1 | \$35.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | -----S- | | | | 1 | \$35.00 | 0.00 | | | |
| N 60 | 13 | 01/23/16 | 01/30/16 | Channel 13 News @ 6p | 6p-630p | | :30 | | | | NM | 2 | \$2,520.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/18/16 | 01/24/16 | -----S- | | | | 1 | \$1,260.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | -----S- | | | | 1 | \$1,260.00 | 0.00 | | | |
| N 61 | 13 | 01/23/16 | 01/30/16 | Sa 630p-7p | 630p-7p | | :30 | | | | NM | 2 | \$4,660.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/18/16 | 01/24/16 | -----S- | | | | 1 | \$2,330.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | -----S- | | | | 1 | \$2,330.00 | 0.00 | | | |
| N 62 | 13 | 01/10/16 | 01/31/16 | Su 8a-10a | 8a-10a | | :30 | | | | NM | 4 | \$2,720.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | -----S | | | | 1 | \$680.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | -----S | | | | 1 | \$680.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | -----S | | | | 1 | \$680.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | -----S | | | | 1 | \$680.00 | 0.00 | | | |
| N 63 | 13 | 01/11/16 | 02/01/16 | Monday Prime | 8:00 PM-10:00 PM | | :30 | | | | NM | 4 | \$12,960.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/11/16 | 01/17/16 | M----- | | | | 1 | \$3,240.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | M----- | | | | 1 | \$3,240.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | M----- | | | | 1 | \$3,240.00 | 0.00 | | | |
| Week: | | 02/01/16 | 02/07/16 | M----- | | | | 1 | \$3,240.00 | 0.00 | | | |
| N 64 | 13 | 01/08/16 | 01/29/16 | Friday Prime Hour 3 | 9p-10p | | :30 | | | | NM | 4 | \$12,240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | ----F-- | | | | 1 | \$3,060.00 | 0.00 | | | |
| Week: | | 01/11/16 | 01/17/16 | ----F-- | | | | 1 | \$3,060.00 | 0.00 | | | |
| Week: | | 01/18/16 | 01/24/16 | ----F-- | | | | 1 | \$3,060.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | ----F-- | | | | 1 | \$3,060.00 | 0.00 | | | |
| N 65 | 13 | 01/23/16 | 01/30/16 | Saturday Prime | 7p-10p | | :30 | | | | NM | 2 | \$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: | | 01/18/16 | 01/24/16 | -----S- | | | | 1 | \$725.00 | 0.00 | | | |
| Week: | | 01/25/16 | 01/31/16 | -----S- | | | | 1 | \$725.00 | 0.00 | | | |
| N 66 | 13 | 01/04/16 | 01/08/16 | M-F 10a-11a | 10a-11a | | :30 | | | | NM | 1 | \$405.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | MTWTF-- | | | | 1 | \$405.00 | 0.00 | | | |
| N 67 | 13 | 01/23/16 | 01/23/16 | Sa 12a-1a | 12a-1a | | :30 | | | | NM | 1 | \$35.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 01/18/16 | 01/24/16 | -----S- | | | | 1 | \$35.00 | 0.00 | | | |
| N 68 | 13 | 01/10/16 | 01/10/16 | golden globe pre show | 6:00 PM-7:00 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> | <u>Rating</u> | | | |
| Week: | | 01/04/16 | 01/10/16 | -----S | | | | 1 | \$1,800.00 | 0.00 | | | |
| N 69 | 13 | 01/17/16 | 01/17/16 | Debate | 7:00 PM-10:00 PM | | :30 | | | | NM | 1 | \$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: | | 01/11/16 | 01/17/16 | -----S | | | | 1 | \$2,900.00 | 0.00 | | | |
| Totals | | | | | | | | | | | 0.00 | 154 | \$236,100.00 |

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| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 232077 / | 08026384 |

| | | |
|-----------------------|-------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 01/04/16 - 02/02/16 | AWARENESS JAN '16 | 4228 |

| | |
|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| AARP | 12/04/15 / 12/30/15 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|---------------------|---------------------|
| 12/28/15 - 01/31/16 | 145 | \$226,640.00 | \$192,644.00 |
| 02/01/16 - 02/02/16 | 9 | \$9,460.00 | \$8,041.00 |
| Totals | 154 | \$236,100.00 | \$200,685.00 |

Signature: _____ **Date:** _____

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