

## CONTRACT



**KPLR-TV**  
 2250 Ball Dr  
 St Louis, MO 63146  
 (314) 213-2222

And:

**Canal Partners Media**  
 25 Whitlock Place SW  
 Ste 201  
 Marietta, GA 30064

# COPY

<u>Contract / Revision</u> 365339 /		<u>Alt Order #</u> 08342172
<u>Product</u> 726/837/4423		
<u>Contract Dates</u> 08/08/16 - 08/14/16		<u>Estimate #</u> 4423
<u>Advertiser</u> Koster/D/ Gov/MO		<u>Original Date / Revision</u> 08/05/16 / 08/05/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KPLR-TV	<u>Account Executive</u> Ryan Holloway	<u>Sales Office</u> NSO Atlanta
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 13041	<u>Advertiser Code</u> 726	<u>Product Code</u> 837
<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	11	08/12/16	08/12/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/08/16	08/14/16	----1--				1	\$1,300.00	0.00			
N 2	11	08/12/16	08/12/16	M-F 7p-8p	7:00 PM-7:30 PM		1:00				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/08/16	08/14/16	----1--				1	\$850.00	0.00			
N 3	11	08/08/16	08/08/16	M-F 630p-7p	6:30 PM-7:00 PM		1:00				NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/08/16	08/14/16	1-----				1	\$2,600.00	0.00			
N 4	11	08/11/16	08/11/16	M-F 630p-7p	6:30 PM-7:00 PM		1:00				NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/08/16	08/14/16	---1---				1	\$2,600.00	0.00			
N 5	11	08/11/16	08/11/16	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/08/16	08/14/16	---1---				1	\$425.00	0.00			
N 6	11	08/10/16	08/10/16	M-F 7p-8p	7:00 PM-7:30 PM		1:00				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/08/16	08/14/16	--1----				1	\$850.00	0.00			
<b>Totals</b>										0.00		6	\$8,625.00

Time Period	# of Spots	Gross Amount	Net Amount
08/01/16 - 08/12/16	6	\$8,625.00	\$7,331.25
<b>Totals</b>	6	\$8,625.00	\$7,331.25

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

HARRIS SL104 PAGE 1  
RUN ON AUG5/16 AT 11:20  
FROM STATION

POLI/C KOSTER/D/ATG/MO	TYPE O
726/837/4423	CTG POLC
AUG8/16 - AUG14/16	1WKS
RYAN HOLLOWAY	EST 4423

TTT \$8,625

THANKS MACKENZIE FOR RYAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
25 WHITLOCK PLACE, SW  
SUITE 201  
MARIETTA, GA 30064

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 726 AGENCY PRODUCT CODE = 837 AGENCY EST# = 4423									
1	FRI	630P-700P	30	AUG12		1	\$1,300.00	1	\$1,300.00
PROGRAM : BG BNG THRY B CON COM1: BG BNG THRY B									
2	FRI	700P-730P	60	AUG12		1	\$850.00	1	\$850.00
PROGRAM : NEWS 11 CON COM1: NEWS 11									
3	MON	630P-700P	60	AUG08		1	\$2,600.00	1	\$2,600.00
PROGRAM : BG BNG THRY B CON COM1: BG BNG THRY B									
4	THU	630P-700P	60	AUG11		1	\$2,600.00	1	\$2,600.00
PROGRAM : BG BNG THRY B CON COM1: BG BNG THRY B									
5	THU	700P-730P	30	AUG11		1	\$425.00	1	\$425.00
PROGRAM : NEWS 11 CON COM1: NEWS 11									

TELEREP, INC.  
KPLR-TV ST. LOUIS  
\*\*\* ORIGINAL REV#0 \*\*\*

CONTRACT WORKSHEET  
8342172

HARRIS SL104 PAGE 2  
RUN ON AUG5/16 AT 11:20  
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
6 WED		700P-730P	60	AUG10		1	\$850.00	1	\$850.00
PROGRAM : NEWS 11									
CON COM1: NEWS 11									

AUG/16 \$8,625.00

CONTRACT TOTAL \$8,625.00  
TOTAL SPOTS 6

MARKET TOTALS \$123,214 KPLR 7% KDNL 7% KMOV 29% KSDK 26% KTVI 31% WPXS 0% WRBU 0%  
CABL 0%

OUR SHARE PER BUYER MARKET COMP EST.

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE