



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

CONTRACT

And:

Dudley Media
919 Catharine Street
Philadelphia, PA 19417

<u>Contract / Revision</u> 458258 /		<u>Alt Order #</u> 08538965
<u>Product</u> KREWSON FOR MAYOR		
<u>Contract Dates</u> 02/21/17 - 02/27/17		<u>Estimate #</u>
<u>Advertiser</u> Krewson/D/Mayor/MO		<u>Original Date / Revision</u> 02/17/17 / 02/17/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI-TV	<u>Account Executive</u> Teresa DiFuria	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<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	2	02/21/17	02/27/17	FOX 2 News @ 6a	6:00 AM-6:30 AM		:30				NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/21/17	02/27/17	MTWTF--				5	\$900.00	0.00			
N 2	2	02/21/17	02/27/17	FOX 2 News In The Morning	7:00 AM-7:30 AM		:30				NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/21/17	02/27/17	MTWTF--				5	\$750.00	0.00			
N 3	2	02/21/17	02/27/17	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/21/17	02/27/17	MTWTF--				5	\$725.00	0.00			
N 4	2	02/21/17	02/27/17	FOX 2 News @ 6p	6:00 PM-6:30 PM		:30				NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/21/17	02/27/17	MTWTF--				5	\$725.00	0.00			
N 5	2	02/21/17	02/27/17	FOX 2 News @ 10p	10:00 PM-10:30 PM		:30				NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/21/17	02/27/17	MTWTF--				5	\$825.00	0.00			
N 6	2	02/25/17	02/25/17	FOX 2 News @ 10p	10:00 PM-10:30 PM		:30				NM	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:		02/20/17	02/26/17	-----1-				1	\$450.00	0.00			
N 7	2	02/26/17	02/26/17	FOX 2 News @ 10p	10:00 PM-10:30 PM		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/20/17	02/26/17	-----1				1	\$825.00	0.00			
N 8	2	02/25/17	02/25/17	FOX 2 In The Morning	8:00 AM-8:30 AM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/20/17	02/26/17	-----1-				1	\$375.00	0.00			
N 9	2	02/26/17	02/26/17	FOX 2 News In The Morning	8:30 AM-9:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/20/17	02/26/17	-----1				1	\$350.00	0.00			
Totals										0.00		29	\$21,625.00

Time Period	# of Spots	Gross Amount	Net Amount
01/30/17 - 02/26/17	24	\$17,700.00	\$15,045.00
02/27/17 - 02/27/17	5	\$3,925.00	\$3,336.25
Totals	29	\$21,625.00	\$18,381.25

(* 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.



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

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<u>Contract Dates</u> 02/21/17 - 02/27/17	<u>Product</u> KREWSON FOR MAYO	<u>Estimate #</u>
<u>Advertiser</u> Krewson/D/Mayor/MO		<u>Original Date / Revision</u> 02/17/17 / 02/17/17

Signature: _____ Date: _____

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HARRIS SL104 PAGE 1
RUN ON FEB17/17 AT 11:56
FROM STATION

POLI/L KREWSON/D/MYR/MO	TYPE O
KREWSON FOR MAYOR	CTG POLC
FEB21/17- FEB27/17	1WKS
TERESA DIFURIA	

TOTAL 21625
PLS CFM THANKS
ALLIE

LYDA KREWSON FOR MAYOR

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
1	TU-F,M	600A-630A	30	FEB21-FEB27		5	\$900.00	5	\$4,500.00
	PROGRAM : NEWS								
2	TU-F,M	700A-730A	30	FEB21-FEB27		5	\$750.00	5	\$3,750.00
	PROGRAM : NEWS								
3	TU-F,M	500P-530P	30	FEB21-FEB27		5	\$725.00	5	\$3,625.00
	PROGRAM : NEWS								
4	TU-F,M	600P-630P	30	FEB21-FEB27		5	\$725.00	5	\$3,625.00
	PROGRAM : NEWS								
5	TU-F,M	1000P-1030P	30	FEB21-FEB27		5	\$825.00	5	\$4,125.00
	PROGRAM : NEWS								
6	SAT	1000P-1030P	30	FEB25		1	\$450.00	1	\$450.00
	PROGRAM : NEWS								
7	SUN	1000P-1030P	30	FEB26		1	\$825.00	1	\$825.00
	PROGRAM : NEWS								
8	SAT	800A-830A	30	FEB25		1	\$375.00	1	\$375.00
	PROGRAM : NEWS								
9	SUN	830A-900A	30	FEB26		1	\$350.00	1	\$350.00
	PROGRAM : NEWS								

TELEREP, INC.:
KTVI-TV ST. LOUIS
*** ORIGINAL REV#0 ***

CONTRACT WORKSHEET
8538965

HARRIS SL104 PAGE 2
RUN ON FEB17/17 AT 11:56
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
FEB/17	21625.00	MAR/17	\$.00						
CONTRACT TOTAL									21625.00
TOTAL SPOTS									29

MARKET TOTALS \$108,125 KTVI 20% KDNL 6% KMOV 35% KSDK 36% KPLR 3% NTVI 0% WRBU 0%

THIS IS A RA55+ BUY

SVC- NSI

DEMOS- RA55+*

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