

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

CONTRACT

<u>Contract / Revision</u> 3721 /		<u>Alt Order #</u> 07371925
<u>Product</u> BEST FOR HD12 10/22		
<u>Contract Dates</u> 10/22/14 - 10/28/14		<u>Estimate #</u>
<u>Advertiser</u> Best, Brian/R/State House		<u>Original Date / Revision</u> 09/16/14 / 10/02/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHO	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8201	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

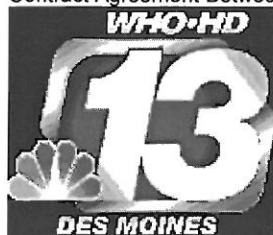
And:

Strategic Media Services, Inc
1911 North Ft. Myer Drive
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	10/22/14	10/24/14	Today In Iowa	6:00 AM-7:00 AM		:30				NM	3	\$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:		10/20/14	10/26/14	--WTF--				3	\$900.00	0.00			
N 2	13	10/27/14	10/28/14	Today In Iowa	6:00 AM-7:00 AM		:30				NM	2	\$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:		10/27/14	11/02/14	MT-----				2	\$900.00	0.00			
N 3	13	10/22/14	10/22/14	Today	7:00 AM-9:00 AM		:30				NM	1	\$610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--1----				1	\$610.00	0.00			
N 4	13	10/23/14	10/23/14	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	---1---				1	\$175.00	0.00			
N 5	13	10/28/14	10/28/14	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	1	\$175.00
		<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	\$175.00	0.00			
N 6	13	10/22/14	10/24/14	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--WTF--				3	\$825.00	0.00			
N 7	13	10/27/14	10/28/14	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	2	\$1,650.00
		<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	MT-----				2	\$825.00	0.00			
N 8	13	10/26/14	10/26/14	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----1				1	\$525.00	0.00			
N 9	13	10/23/14	10/23/14	M-F 530p-6p	530p-6p		:30				NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	---1---				1	\$1,950.00	0.00			
N 10	13	10/28/14	10/28/14	M-F 530p-6p	530p-6p		:30				NM	1	\$1,950.00
		<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	\$1,950.00	0.00			
N 11	13	10/22/14	10/24/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--WTF--				3	\$1,350.00	0.00			
N 12	13	10/27/14	10/28/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	2	\$2,700.00

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

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3721 /	07371925

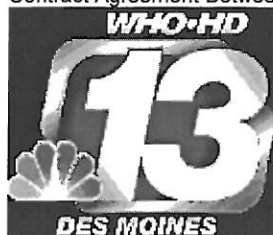
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/14 - 10/28/14	BEST FOR HD12 10/22	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Best, Brian/R/State House	09/16/14 / 10/02/14

*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	MT-----				2	\$1,350.00	0.00			
N 13	13	10/25/14	10/25/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----1-				1	\$325.00	0.00			
N 14	13	10/22/14	10/24/14	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--W-F--				2	\$1,500.00	0.00			
N 15	13	10/27/14	10/28/14	M-F 10p-1035p	10:00 PM-10:35 PM		: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:		10/27/14	11/02/14	MT-----				1	\$1,500.00	0.00			
N 16	13	10/25/14	10/25/14	Sa 8a-10a	8:00 AM-10:00 AM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----1-				1	\$250.00	0.00			
N 17	13	10/26/14	10/26/14	Su 8a-10a	8:00 AM-10:00 AM		:30				NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----1				1	\$215.00	0.00			
D 18	13	10/23/14	10/23/14	M-F 3p-330p	3:00 PM-3:30 PM		:30				NM	0	\$0.00
D 19	13	10/28/14	10/28/14	M-F 3p-330p	3:00 PM-3:30 PM		:30				NM	0	\$0.00
N 20	13	10/22/14	10/24/14	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--W-F--				2	\$220.00	0.00			
N 21	13	10/23/14	10/23/14	Wheel of Fortune	6:30 PM-7:00 PM		:30				NM	1	\$1,310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	---1---				1	\$750.00	0.00			
		<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>Rtg</u>	<u>Type</u>		
		1	13	10/20/14-10/26/14	Wheel of Fortune	6:30 PM-7:00 PM	----Th-----	:30	\$750.00	0.00	NM		
		See MG 21.2											
		2	13	10/23/14-10/23/14	Wheel of Fortune	6:30 PM-7:00 PM	----Th-----	:30	\$1,310.00	0.00	NM		
		Ⓜ MG for 21.1 10/23											
N 22	13	10/27/14	10/28/14	Wheel of Fortune	6:30 PM-7:00 PM		:30				NM	2	\$2,620.00
		<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	MT-----				2	\$750.00	0.00			
		<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>Rtg</u>	<u>Type</u>		
		1	13	10/27/14-11/02/14	Wheel of Fortune	6:30 PM-7:00 PM	MTu-----	:30	\$750.00	0.00	NM		
		See MG 22.3,22.4											
		2	13	10/27/14-11/02/14	Wheel of Fortune	6:30 PM-7:00 PM	MTu-----	:30	\$750.00	0.00	NM		
		See MG 22.3,22.4											
		3	13	10/27/14-10/28/14	Wheel of Fortune	6:30 PM-7:00 PM	MTu-----	:30	\$1,310.00	0.00	NM		
		Ⓜ MG for 22.1,22.2											
		4	13	10/27/14-10/28/14	Wheel of Fortune	6:30 PM-7:00 PM	MTu-----	:30	\$1,310.00	0.00	NM		
		Ⓜ MG for 22.1,22.2											
N 23	13	10/25/14	10/25/14	Sa 630p-7p	6:30 PM-7:00 PM		: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:		10/20/14	10/26/14	-----1-				1	\$350.00	0.00			
N 24	13	10/27/14	10/27/14	Monday Prime	7:00 PM-9:00 PM		:30				NM	1	\$1,700.00
		<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	\$1,700.00	0.00			
N 25	13	10/26/14	10/26/14	NFL Reg Ssn Pre Gm	6:00 PM-7:00 PM		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----1				1	\$875.00	0.00			
N 26	13	10/22/14	10/24/14	Channel 13 News @ Noon	12p-1p		:30				NM	1	\$300.00

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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:		10/20/14	10/26/14	--WTF--				1	\$300.00	0.00			
N 27 13		10/22/14	10/24/14	M-F 330p-4p	330p-4p		:30				NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--WTF--				1	\$130.00	0.00			
Totals										0.00		37	\$33,775.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/26/14	25	\$19,680.00	\$16,728.00
10/27/14 - 10/28/14	12	\$14,095.00	\$11,980.75
Totals	37	\$33,775.00	\$28,708.75

Signature: _____ **Date:** _____

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