

# CONTRACT



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

<u>Contract / Revision</u> 400587 /		<u>Alt Order #</u>
<u>Product</u> Baker		
<u>Contract Dates</u> 10/26/16 - 10/26/16		<u>Estimate #</u> 2885
<u>Advertiser</u> Baker/D/St Treasurer/MO		<u>Original Date / Revision</u> 10/24/16 / 10/24/16
<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> Mickie Reeves	<u>Sales Office</u> Local House
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Screen Strategies Media**  
 11150 Fairfax Blvd  
 Suite 505  
 Fairfax, VA 22030

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	10/26/16	10/27/16	FOX 2 News @ 6a	6:30 AM-7:00 AM		:30				NM	1	\$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:		10/24/16	10/30/16	--1----				1	\$1,350.00	0.00			
N 2	2	10/26/16	10/27/16	FOX 2 News In The Morning	8:00 AM-8:30 AM		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----				1	\$1,125.00	0.00			
N 3	2	10/26/16	10/27/16	FOX 2 News In The Morning	8:30 AM-9:00 AM		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----				1	\$1,125.00	0.00			
N 4	2	10/26/16	10/27/16	FOX 2 News @ 9a	9:00 AM-9:30 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:		10/24/16	10/30/16	--1----				1	\$375.00	0.00			
N 5	2	10/26/16	10/27/16	M-F 10a-11a			:30				NM	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:		10/24/16	10/30/16	--1----				1	\$300.00	0.00			
N 6	2	10/26/16	10/27/16	M-F 4p-430p			:30				NM	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:		10/24/16	10/30/16	--1----				1	\$650.00	0.00			
N 7	2	10/26/16	10/27/16	M-F 430p-5p	430p-5p		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----				1	\$975.00	0.00			
N 8	2	10/26/16	10/27/16	M-F 5p-530p	5p-530p		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----				1	\$2,025.00	0.00			
N 9	2	10/26/16	10/27/16	M-F 530p-6p	530p-6p		:30				NM	1	\$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:		10/24/16	10/30/16	--1----				1	\$1,250.00	0.00			
N 10	2	10/26/16	10/28/16	11p Late Run News	Various		:30				NM	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:		10/24/16	10/30/16	--1----				1	\$300.00	0.00			
<b>Totals</b>											0.00	10	\$9,475.00

(\* 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.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
400587 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/26/16 - 10/26/16	Baker	2885

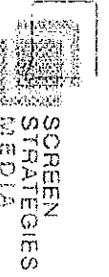
<u>Advertiser</u>	<u>Original Date / Revision</u>
Baker/D/St Treasurer/MO	10/24/16 / 10/24/16

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/26/16	10	\$9,475.00	\$8,053.75
<b>Totals</b>	<b>10</b>	<b>\$9,475.00</b>	<b>\$8,053.75</b>

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

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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.



# Buy Detail Report

Revision #:      Date: 10/24/2016

**Client:** Baker for State Treasurer      **Estimate:** 2865      **Vendor:** KTVI-TV  
**Media:** TV      **Description:** Baker for State Treasurer 10/26/2016 TV      2250 Ball Drive  
**Product:** General      **Flight Start Date:** 10/26/2016      05:00 AM      Suite 505  
**Market:** St. Louis-St. Louis      **Flight End Date:** 10/26/2016      12:00 AM      Fairfax, VA 22030  
    **Survey:** Nov'15 DMA Nielsen Live+3      **Buyer:** Rachael Jones      Phone: 703-272-7300  
    **Separation between spots:** 15      **Phone:** 314-647-2222  
    **Affiliation:** FOX      **Fax:** 314-644-7419

Daypart Program	Daypart Code	STN Gross	Days Dur	Wed 1026	Total Spots
<b>KTVI-TV</b>					
MTUWTHF 6:30a-7:00a	EM	\$1,350.00	30	1	1
KTVI 6:30a News					
Sold Out: Lowest Rate to Clear Per KTVI					
MTUWTHF 8:00a-8:30a	EM	\$1,125.00	30	1	1
KTVI 8a News					
Sold Out: Lowest Rate to Clear Per KTVI					
MTUWTHF 8:30a-9:00a	EM	\$1,125.00	30	1	1
KTVI 8:30a News					
Sold Out: Lowest Rate to Clear Per KTVI					
MTUWTHF 9:00a-9:30a	DT	\$375.00	30	1	1
KTVI 9a News					
Sold Out: Lowest Rate to Clear Per KTVI					
MTUWTHF 10:00a-11:00a	DT	\$300.00	30	1	1
Rachael Ray					
Sold Out: Lowest Rate to Clear Per KTVI					
MTUWTHF 4:00p-4:30p	EF	\$650.00	30	1	1
Judge Judy					
Sold Out: Lowest Rate to Clear Per KTVI					
MTUWTHF 4:30p-5:00p	EF	\$975.00	30	1	1
Sold Out: Lowest Rate to Clear Per KTVI					
MTUWTHF 5:00p-5:30p	EN	\$2,025.00	30	1	1
KTVI 5p News					
Sold Out: Lowest Rate to Clear Per KTVI					
MTUWTHF 5:30p-6:00p	EN	\$1,250.00	30	1	1
KTVI 5:30p News					
Sold Out: Lowest Rate to Clear Per KTVI					



# Buy Detail Report

Revision #:      Date: 10/24/2016

Client: Baker for State Treasurer  
Media: TV  
Product: General  
Market: St. Louis-St. Louis

Estimate: 2885  
Description: Baker for State Treasurer 10/26/2016 TV  
Flight Start Date: 10/26/2016 05:00 AM  
Flight End Date: 10/26/2016 12:00 AM  
Survey: Nov15 DMA Nielsen Live+3  
Buyer: Rachael Jones

Vendor: KTVI-TV  
2250 Ball Drive  
St. Louis, MO 63146

Send Billing To: Screen Strategies Media  
11150 Fairfax Blvd  
Suite 505  
Fairfax, VA 22030  
Phone: 703-272-7300

Phone: 314-647-2222  
Fax: 314-644-7419  
Affiliation: FOX

Daypart Program	Daypart Code	STN Gross	Days	Wed Dur	Total Spots
KTVI-TV MTWTF 11:00p-11:30p KTVI 11p News	LN	\$300.00	30	1 10/26	1
<b>Total Cost:</b> \$9,475.00					<b>Total Spots:</b> 10

Signature: \_\_\_\_\_