



WQAD-TV
3003 Park 16th St
Moline, IL 61265
(309) 764-8888

CONTRACT

<u>Contract / Revision</u> 212496 /		<u>Alt Order #</u> 07982925
<u>Product</u> 10/19 CARSON FOR PRESIDENT		
<u>Contract Dates</u> 10/23/15 - 11/04/15		<u>Estimate #</u>
<u>Advertiser</u> Carson, B/R/US President		<u>Original Date / Revision</u> 10/19/15 / 10/20/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WQAD-TV	<u>Account Executive</u> Justin Votta	<u>Sales Office</u> NSO Philadelph
<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:

Direct Advantage
25 Felix Lane
Norwalk, CT 06850

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	8	10/23/15	10/23/15	M-F 6a-7a	6:00 AM-7:00 AM		: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:		10/19/15	10/25/15	----F--				1	\$300.00	0.00			
N 2	8	10/26/15	10/30/15	M-F 6a-7a	6:00 AM-7:00 AM		: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:		10/26/15	11/01/15	MTWTF--				1	\$300.00	0.00			
N 3	8	10/23/15	10/23/15	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	----F--				1	\$225.00	0.00			
N 4	8	10/26/15	10/30/15	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	MTWTF--				3	\$225.00	0.00			
N 5	8	11/02/15	11/04/15	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/15	11/08/15	MTW----				2	\$225.00	0.00			
N 6	8	10/24/15	10/31/15	Sa 7a-8a	7:00 AM-8:00 AM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	-----1-				1	\$225.00	0.00			
Week:		10/26/15	11/01/15	-----1-				1	\$225.00	0.00			
N 7	8	10/26/15	10/30/15	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	MTWTF--				1	\$400.00	0.00			
N 8	8	11/02/15	11/04/15	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/15	11/08/15	MTW----				1	\$400.00	0.00			
N 9	8	10/23/15	10/23/15	M-F 6p-7p	6p-7p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/19/15	10/25/15	----F--				1	\$275.00	0.00			
N 10	8	10/26/15	10/30/15	M-F 6p-7p	6:00 PM-7:00 PM		:30				NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	MTWTF--				3	\$275.00	0.00			
N 11	8	11/02/15	11/04/15	M-F 6p-7p	6:00 PM-7:00 PM		:30				NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/15	11/08/15	MTW----				2	\$275.00	0.00			

(* 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.



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<u>Contract / Revision</u> 212496 /		<u>Alt Order #</u> 07982925
<u>Contract Dates</u> 10/23/15 - 11/04/15	<u>Product</u> 10/19 CARSON FOR PR	<u>Estimate #</u>
<u>Advertiser</u> Carson, B/R/US President		<u>Original Date / Revision</u> 10/19/15 / 10/20/15

*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>			
N 12 8		10/24/15	10/31/15	Late Run News	10:35 PM-11:05 PM		:30				NM	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:		10/19/15	10/25/15	-----1-				1	\$250.00	0.00			
Week:		10/26/15	11/01/15	-----1-				1	\$250.00	0.00			
Totals										0.00		20	\$5,350.00

Time Period	# of Spots	Gross Amount	Net Amount
09/28/15 - 10/25/15	5	\$1,275.00	\$1,083.75
10/26/15 - 11/04/15	15	\$4,075.00	\$3,463.75
Totals	20	\$5,350.00	\$4,547.50

Signature: _____ **Date:** _____

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