

CONTRACT



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

<u>Contract / Revision</u> 339998 /	<u>Alt Order #</u>
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<u>Product</u> Greitens/R/MOGovernor	
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<u>Contract Dates</u> 07/05/16 - 07/11/16	<u>Estimate #</u> 1797
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<u>Advertiser</u> Greitens/R/Mo/Governor	<u>Original Date / Revision</u> 06/20/16 / 06/20/16
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<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
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<u>Station</u> KTVI-TV	<u>Account Executive</u> Mickie Reeves	<u>Sales Office</u> Local House
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<u>Special Handling</u>

<u>Demographic</u> Adults 50+

<u>IDB#</u> 15473	<u>Advertiser Code</u>	<u>Product Code</u>
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<u>Agency Ref</u> TARG/	<u>Advertiser Ref</u>
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And:
Target Enterprises, LLC
15260 Ventura Blvd
Suite 1240
Sherman Oaks, CA 91403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	07/05/16	07/11/16	FOX 2 News In The Morning	7:00 AM-7:30 AM		:30				NM	5	\$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:		07/05/16	07/11/16	MTWTF--	5			\$500.00	0.00				
N 2	2	07/05/16	07/11/16	FOX 2 News In The Morning	7:30 AM-8:00 AM		:30				NM	5	\$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:		07/05/16	07/11/16	-TWTF--	5			\$500.00	0.00				
N 3	2	07/05/16	07/11/16	FOX 2 News In The Morning	8:00 AM-8:30 AM		:30				NM	5	\$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:		07/05/16	07/11/16	MTWTF--	5			\$500.00	0.00				
N 4	2	07/05/16	07/11/16	FOX 2 News @ 9a	9:00 AM-9:30 AM		:30				NM	5	\$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:		07/05/16	07/11/16	MTWTF--	5			\$225.00	0.00				
N 5	2	07/05/16	07/11/16	FOX 2 News @ 9p	9:00 PM-9:30 PM		:30				NM	5	\$5,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		07/05/16	07/11/16	MTWTF--	5			\$1,125.00	0.00				
N 6	2	07/09/16	07/09/16	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:		07/04/16	07/10/16	-----S-	1			\$375.00	0.00				
N 7	2	07/09/16	07/09/16	FOX 2 News @ 9p	9:00 PM-9:30 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		07/04/16	07/10/16	-----S-	1			\$600.00	0.00				
N 8	2	07/09/16	07/09/16	FOX 2 News @ 9p	9:30 PM-10:00 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		07/04/16	07/10/16	-----S-	1			\$600.00	0.00				
N 9	2	07/10/16	07/10/16	FOX 2 News In The Morning	8:00 AM-8:30 AM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		07/04/16	07/10/16	-----S	1			\$200.00	0.00				
N 13	2	07/09/16	07/09/16	FOX 2 News @ 10p			: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:		07/04/16	07/10/16	-----S-	1			\$525.00	0.00				
Totals											0.00	30	\$16,550.00

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

<u>Contract / Revision</u> 339998 /		<u>Alt Order #</u>
<u>Contract Dates</u> 07/05/16 - 07/11/16		<u>Product</u> Greitens/R/MOGovernor
		<u>Estimate #</u> 1797
<u>Advertiser</u> Greitens/R/Mo/Governor		<u>Original Date / Revision</u> 06/20/16 / 06/20/16

Time Period	# of Spots	Gross Amount	Net Amount
06/27/16 - 07/11/16	30	\$16,550.00	\$14,067.50
Totals	30	\$16,550.00	\$14,067.50

Signature: _____ **Date:** _____

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Buy Detail Report

339 998

Date: 6/17/2016

Client: Gretlens for Missouri
 Media: TV
 Product: Gretlens for Missouri
 Primary Demo: Adults 55+

Description: EST #1797
 Flight Start Date: 07/04/2016
 Flight End Date: 07/17/2016
 Survey: Jul 15 DMA Nielsen Live+SD

Vendor: KTVL-TV
 5915 Barthold Ave
 Saint Louis, MO 63110-1301
 Contact: MCKEER
 Email:
 Phone: 314-647-2222
 Fax: 314-644-7419
 Affiliation: FOX

Send Billing To:

Market/System: St. Louis

Daypart Program	Daypart Code	STN Gross	Dur	Wks 7/4	7/11	Total Spots	Adults 55+ Rtg/CPP
KTVL-TV MTWThF 7:00a-7:30a FOX 2 NEWS MORNING	EM	\$500.00 ✓	30	4	1	5	4.2 \$119.05
MTWThF 7:30a-8:00a FOX 2 NEWS MORNING	EM	\$500.00 ✓	30	4	1	5	4.6 \$108.70
MTWThF 8:00a-8:30a FOX 2 NEWS MORNING	EM	\$500.00 ✓	30	4	1	5	4.6 \$108.70
MTWThF 9:00a-9:30a FOX 2 NEWS AT 9AM	DT	\$225.00 ✓	30	4	1	5	2.8 \$80.36
MTWThF 9:00p-9:30p FOX 2 NEWS AT 9P	LN	\$1,125.00 ✓	30	4	1	5	5.8 \$193.97
Sa 8:00a-8:30a FOX NEWS SAT	WK	\$375.00 ✓	30	1	0	1	5.3 \$70.75
Sa 9:00p-9:30p FOX 2 NWS AT 9PM	WK	\$600.00 ✓	30	1	0	1	8.1 \$74.07
Sa 9:30p-10:00p FOX 2 NWS AT 9:30PM	WK	\$600.00 ✓	30	1	0	1	8.2 \$73.17
Sa 10:00p-10:30p FOX 2 NEWS EDGE	WK	\$525.00 ✓	30	1	0	1	7.7 \$68.18
Su 8:00a-8:30a FOX 2 NEWS SUN	WK	\$200.00 ✓	30	1	0	1	3.0 \$66.67

ATTENTION
FLIGHT DATES

7/5 TO 7/11

Buy Detail Report

Date: 6/17/2016

Client: Gretners for Missouri
 Media: TV
 Product: Gretners for Missouri
 Primary Demo: Adults 55+

Description: EST #1797
 Flight Start Date: 07/04/2016
 Flight End Date: 07/17/2016
 Survey: Jul15 DMA Nielsen Live+SD

Vendor: KTVL-TV
 5915 Berthold Ave
 Saint Louis, MO 63110-1301
 Contact: MICKER
 Email:
 Phone: 314-647-2222
 Fax: 314-644-7419

Send Billing To:

Affiliation: FOX

Market/System: St. Louis

Daypart Program	Daypart Code	STN Gross	Dur	Wks	Total Spots	Adults 55+ Rtg/CPP
KTVL-TV						

Total Spots: 25 5
 Total GRP/GMM(MID): 120.3 22.0
 Total CPP/CPM:
 Total Cost: \$16,550.00
 Total Spots: 30
 Total GRP/GMM(MID): 142.3
 Total CPP/CPM: \$116.30

Disclaimer: