

CONTRACT

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

And:

Dudley Media
919 Catharine Street
Philadelphia, PA 19417

COPY

<u>Contract / Revision</u> 699796 /		<u>Alt Order #</u> 09117250
<u>Product</u> KELLY FOR S.ILLINOIS		
<u>Contract Dates</u> 10/30/18 - 11/06/18		<u>Estimate #</u>
<u>Advertiser</u> Kelly/D/Cong/IL		<u>Original Date / Revision</u> 06/25/18 / 06/25/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KPLR-TV	<u>Account Executive</u> Teresa DiFuria	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</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	11	10/30/18	11/05/18	News 11 @ Noon	12:00 PM-12:30 PM		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/18	11/05/18	MTWTF--				5	\$150.00				
N 2	11	10/30/18	11/05/18	News 11 @ 4p	4:00 PM-4:30 PM		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/18	11/05/18	MTWTF--				5	\$150.00				
N 3	11	10/30/18	11/05/18	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/18	11/05/18	MTWTF--				5	\$300.00				
Totals								0.00				15	\$3,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/29/18 - 11/05/18	15	\$3,000.00	(\$450.00)	\$2,550.00
Totals	15	\$3,000.00	(\$450.00)	\$2,550.00

Signature: _____ **Date:** _____

(* 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.

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

CONTRACT WORKSHEET
9117250

HARRIS SL104 PAGE 1
RUN ON JUN25/18 AT 16:09
FROM STATION

BOB DUDLEY
DUDLEY MEDIA
919 CATHARINE STREET
PHILADELPHIA, PA 19147

POLI/B KELLY/D/CON/IL
KELLY FOR S. ILLINOIS
OCT30/18- NOV6/18
TERESA DIFURIA
2WKS
TYPE 0
CTG POLC

REP: THIS IS A NEW ORDER
CLIENT: BRENDAN KELLY FOR SOUTHERN ILLINOIS
OUR TOTAL IS: \$3,000
PLS CONFIRM
THANKS, MATT

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
1	TU-F,M	1200N-1230P	30	OCT30-NOV5		5	\$150.00	5	\$750.00
PROGRAM : NEWS									
2	TU-F,M	400P-430P	30	OCT30-NOV5		5	\$150.00	5	\$750.00
PROGRAM : NEWS									
3	TU-F,M	700P-730P	30	OCT30-NOV5		5	\$300.00	5	\$1,500.00
PROGRAM : NEWS									
NOV/18	\$3,000.00								
CONTRACT TOTAL \$3,000.00									
TOTAL SPOTS 15									

MARKET TOTALS \$100,000 KPLR 3% KDNL 9% KMOV 27% KSDK 41% KTVI 20% WPXS 0% WRBU 0% CABL 0%

SHARE SLIGHTLY LOW DUE TO THIS BEING AN IL CANDIDATE IN WHICH WE HAVE SMALL REACH INTO THE DMA

SVC- NSI
DEMOS- RA35+*

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

