

# CONTRACT



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
376385 /	08365057

<u>Product</u>
HOUSE MAJORITY PAC

<u>Contract Dates</u>	<u>Estimate #</u>
11/01/16 - 11/07/16	4502

<u>Advertiser</u>	<u>Original Date / Revision</u>
House Majority PAC	09/08/16 / 09/08/16

<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash

<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KTVI-TV	Teresa DiFuria	NSO Philadelph

<u>Special Handling</u>

<u>Demographic</u>
Adults 35+

<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
14573	79	86

<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

**Waterfront Strategies**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	11/01/16	11/07/16	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	4	\$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:		11/01/16	11/07/16	MTWTF--				4	\$300.00	0.00			
N 2	2	11/01/16	11/07/16	FOX 2 News @ 10p	10:00 PM-10:30 PM		:30				NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				4	\$1,200.00	0.00			
N 3	2	11/01/16	11/07/16	FOX 2 News Midday	11:00 AM-11:30 AM		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				3	\$350.00	0.00			
N 4	2	11/01/16	11/07/16	FOX 2 News Midday	11:30 AM-12:00 PM		:30				NM	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:		11/01/16	11/07/16	MTWTF--				2	\$350.00	0.00			
N 5	2	11/01/16	11/07/16	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				4	\$250.00	0.00			
N 6	2	11/01/16	11/07/16	M-F 3p-330p	3:00 PM-3:30 PM		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				2	\$300.00	0.00			
N 7	2	11/01/16	11/07/16	M-F 330p-4p	3:30 PM-4:00 PM		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				3	\$300.00	0.00			
N 8	2	11/01/16	11/07/16	M-F 4p-430p	4:00 PM-4:30 PM		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				4	\$600.00	0.00			
N 9	2	11/01/16	11/07/16	M-F 430p-5p	4:30 PM-5:00 PM		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				4	\$600.00	0.00			
N 10	2	11/01/16	11/07/16	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				5	\$1,400.00	0.00			
N 11	2	11/01/16	11/07/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				5	\$1,200.00	0.00			
N 12	2	11/01/16	11/07/16	FOX 2 News @ 6a	6:00 AM-6:30 AM		:30				NM	3	\$3,600.00

(\* 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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**(314) 213-2222**

<b>Contract / Revision</b> 376385 /		<b>Alt Order #</b> 08365057
<b>Contract Dates</b> 11/01/16 - 11/07/16		<b>Product</b> HOUSE MAJORITY PAC
		<b>Estimate #</b> 4502
<b>Advertiser</b> House Majority PAC		<b>Original Date / Revision</b> 09/08/16 / 09/08/16

*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:		11/01/16	11/07/16	MTWTF--				3	\$1,200.00	0.00			
N 13	2	11/01/16	11/07/16	FOX 2 News @ 6p	6:00 PM-6:30 PM		:30				NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				5	\$1,200.00	0.00			
N 14	2	11/01/16	11/07/16	FOX 2 News @ 6a	6:30 AM-7:00 AM		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				2	\$1,200.00	0.00			
N 15	2	11/01/16	11/07/16	FOX 2 News In The Morning	7:00 AM-7:30 AM		:30				NM	3	\$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:		11/01/16	11/07/16	MTWTF--				3	\$1,000.00	0.00			
N 16	2	11/01/16	11/07/16	FOX 2 News In The Morning	7:30 AM-8:00 AM		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				2	\$1,000.00	0.00			
N 17	2	11/01/16	11/07/16	FOX 2 News In The Morning	8:00 AM-8:30 AM		:30				NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				4	\$1,000.00	0.00			
N 18	2	11/01/16	11/07/16	FOX 2 News In The Morning	8:30 AM-9:00 AM		:30				NM	3	\$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:		11/01/16	11/07/16	MTWTF--				3	\$1,000.00	0.00			
N 19	2	11/01/16	11/07/16	FOX 2 News @ 9a	9:00 AM-9:30 AM		:30				NM	4	\$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:		11/01/16	11/07/16	MTWTF--				4	\$450.00	0.00			
N 20	2	11/01/16	11/07/16	FOX 2 News @ 9p	9:00 PM-9:30 PM		:30				NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				4	\$1,500.00	0.00			
N 21	2	11/01/16	11/07/16	FOX 2 News @ 9p	9:30 PM-10:00 PM		:30				NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--				4	\$1,500.00	0.00			
N 22	2	11/04/16	11/04/16	Friday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	----1--				1	\$2,000.00	0.00			
N 23	2	11/07/16	11/07/16	Monday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$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:		11/07/16	11/13/16	1-----				1	\$3,000.00	0.00			
N 24	2	11/05/16	11/05/16	FOX 2 In The Morning	8:00 AM-8:30 AM		: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:		10/31/16	11/06/16	-----1-				1	\$600.00	0.00			
N 25	2	11/06/16	11/06/16	FOX 2 News @ 9p	9:00 PM-9:30 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:		10/31/16	11/06/16	-----1				1	\$1,500.00	0.00			
N 26	2	11/03/16	11/03/16	Thursday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$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:		10/31/16	11/06/16	---1---				1	\$3,000.00	0.00			
<b>Totals</b>										0.00		79	\$75,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/31/16 - 11/07/16	79	\$75,950.00	\$64,557.50
<b>Totals</b>	79	\$75,950.00	\$64,557.50

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376385 /	08365057

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11/01/16 - 11/07/16	HOUSE MAJORITY PAC	4502

<u>Advertiser</u>	<u>Original Date / Revision</u>
House Majority PAC	09/08/16 / 09/08/16

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

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REP HEADLINE# 8365057  
 \*\*\* ORIGINAL REV#0 \*\*\*

374385

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP8/16 11.37  
 \*\*\* KIVI-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/HOUSE MAJORITY PAC REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME WATERFRONT STRATEGIES BUYER NAME COLIN LAWSON  
 3050 K STREET NW - SUITE 100 SALES PRSN PH- TERESA DIFURIA  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 8365057 CLASS: NATL. LOCAL REGIONAL  
 PRDCT HOUSE MAJORITY PAC EST#4502 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES NOV1/16 NOV7/16 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP8/16 11.37

REP: NEW ORDER FOR HOUSE MAJORITY PAC  
 TOTAL 75,950  
 PLS CFM THANKS  
 ALLIE

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 HOUSE MAJORITY PAC

CF 9/18

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			100P-200P	30		\$300.00	11/1	11/7	4		TU-F,M	4
AGENCY ADVERTISER CODE = 79 AGENCY PRODUCT CODE = 86 AGENCY EST# = 4502 PROGRAM : WENDY WILLIAMS CON COM1 : WENDY WILLIAMS												
2			1000P-1030P	30		\$1,200.00	11/1	11/7	4		TU-F,M	4
PROGRAM : FOX 2 NEWS EDGE CON COM1 : FOX 2 NEWS EDGE												
3			1100A-1130A	30		\$350.00	11/1	11/7	3		TU-F,M	3
PROGRAM : FOX 2 NEWS MIDDAY @ 11AM CON COM1 : FOX 2 NEWS MIDDAY @ 11AM												

REP HEADLINE# 8365057  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP8/16 11.37  
 \*\*\* KTVI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1130A-1200N	30		\$350.00	11/1	11/7	2		TU-F,M	2
PROGRAM : FOX 2 NEWS MIDDAY @ 1130AM												
CON COM1 : FOX 2 NEWS MIDDAY @ 1130AM												
5			200P-300P	30		\$250.00	11/1	11/7	4		TU-F,M	4
PROGRAM : CRIME WATCH DAILY												
CON COM1 : CRIME WATCH DAILY												
6			300P-330P	30		\$300.00	11/1	11/7	2		TU-F,M	2
PROGRAM : HOT BENCH												
CON COM1 : HOT BENCH												
7			330P-400P	30		\$300.00	11/1	11/7	3		TU-F,M	3
PROGRAM : HOT BENCH												
CON COM1 : HOT BENCH												
8			400P-430P	30		\$600.00	11/1	11/7	4		TU-F,M	4
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												
9			430P-500P	30		\$600.00	11/1	11/7	4		TU-F,M	4
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												
10			500P-530P	30		\$1,400.00	11/1	11/7	5		TU-F,M	5
PROGRAM : FOX 2 NEWS @ 5PM												
CON COM1 : FOX 2 NEWS @ 5PM												
11			530P-600P	30		\$1,200.00	11/1	11/7	5		TU-F,M	5
PROGRAM : FOX 2 NEWS @ 530PM												
CON COM1 : FOX 2 NEWS @ 530PM												
12			600A-630A	30		\$1,200.00	11/1	11/7	3		TU-F,M	3
PROGRAM : FOX 2 NEWS @ 6AM												
CON COM1 : FOX 2 NEWS @ 6AM												

REP HEADLINE# 8365057  
 \*\*\* ORIGINAL REV#0 \*\*\*

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP8/16 11.37  
 \*\*\* KTVI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P PROGRAM : FOX 2 NEWS @ 6PM CON COM1 : FOX 2 NEWS @ 6PM	30		\$1,200.00	11/1	11/7	5		TU-F,M	5
14			630A-700A PROGRAM : FOX 2 NEWS @ 630AM CON COM1 : FOX 2 NEWS @ 630AM	30		\$1,200.00	11/1	11/7	2		TU-F,M	2
15			700A-730A PROGRAM : FOX 2 NEWS @ 7AM CON COM1 : FOX 2 NEWS @ 7AM	30		\$1,000.00	11/1	11/7	3		TU-F,M	3
16			730A-800A PROGRAM : FOX 2 NEWS @ 730AM CON COM1 : FOX 2 NEWS @ 730AM	30		\$1,000.00	11/1	11/7	2		TU-F,M	2
17			800A-830A PROGRAM : FOX 2 NEWS @ 8AM CON COM1 : FOX 2 NEWS @ 8AM	30		\$1,000.00	11/1	11/7	4		TU-F,M	4
18			830A-900A PROGRAM : FOX 2 NEWS @ 830AM CON COM1 : FOX 2 NEWS @ 830AM	30		\$1,000.00	11/1	11/7	3		TU-F,M	3
19			900A-930A PROGRAM : FOX 2 NEWS @ 9AM CON COM1 : FOX 2 NEWS @ 9AM	30		\$450.00	11/1	11/7	4		TU-F,M	4
20			900P-930P PROGRAM : FOX 2 NEWS @ 9PM CON COM1 : FOX 2 NEWS @ 9PM	30		\$1,500.00	11/1	11/7	4		TU-F,M	4
21			930P-1000P PROGRAM : FOX 2 NEWS @ 930PM CON COM1 : FOX 2 NEWS @ 930PM	30		\$1,500.00	11/1	11/7	4		TU-F,M	4

REP HEADLINE# 8365057  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP8/16 11.37  
 \*\*\* KTVI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
22			700P-800P	30		\$2,000.00	11/4	11/4	1		FRI	1
PROGRAM : HELL'S KITCHEN												
CON COM1 : HELL'S KITCHEN												
23			800P-900P	30		\$3,000.00	11/7	11/7	1		MON	1
PROGRAM : LUCIFER												
CON COM1 : LUCIFER												
24			800A-830A	30		\$600.00	11/5	11/5	1		SAT	1
PROGRAM : FOX 2 NEWS SATURDAY @ 8AM												
CON COM1 : FOX 2 NEWS SATURDAY @ 8AM												
25			900P-930P	30		\$1,500.00	11/6	11/6	1		SUN	1
PROGRAM : FOX 2 NEWS @ 9PM												
CON COM1 : FOX 2 NEWS @ 9PM												
26			700P-800P	30		\$3,000.00	11/3	11/3	1		THU	1
PROGRAM : ROSEWOOD												
CON COM1 : ROSEWOOD												
NOV/16 75950.00											CONTRACT TOTAL	75950.00
											TOTAL SPOTS	79

MARKET TOTALS \$281,296 KTVI 27% KDNL 7% KMOV 37% KSDK 24% KPJR 5% NTVI 0% WRBU 0%

SVC- NSI  
 DEMOS- RA35+\*