

CONTRACT



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

And:

Mentzer Media
210 W Pennsylvania Ave
Ste 250
Towson, MD 21204

COPY

Contract / Revision 388565 /		Alt Order # 08400557
Product SEN LDRSHP FUND		
Contract Dates 10/14/16 - 10/23/16		Estimate # 3850
Advertiser Senate Leadership Fund		Original Date / Revision 09/23/16 / 09/23/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KPLR-TV	Account Executive Teresa DiFuria	Sales Office NSO Philadelph
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code 275	Product Code 338
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	10/14/16	10/21/16	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/10/16	10/16/16	----1--				1	\$125.00	0.00			
		Week: 10/17/16	10/23/16	----1--				1	\$125.00	0.00			
N 2	11	10/14/16	10/21/16	News 11 @ Noon	12:30 PM-1:00 PM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/10/16	10/16/16	----1--				1	\$100.00	0.00			
		Week: 10/17/16	10/23/16	----1--				1	\$100.00	0.00			
N 3	11	10/14/16	10/21/16	M-F 7p-8p	7:00 PM-7:30 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: 10/10/16	10/16/16	----1--				1	\$350.00	0.00			
		Week: 10/17/16	10/23/16	----1--				1	\$350.00	0.00			
N 4	11	10/14/16	10/21/16	M-F 7p-8p	7:30 PM-8:00 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: 10/10/16	10/16/16	----1--				1	\$350.00	0.00			
		Week: 10/17/16	10/23/16	----1--				1	\$350.00	0.00			
N 5	11	10/17/16	10/17/16	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	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: 10/17/16	10/23/16	1-----				1	\$125.00	0.00			
N 6	11	10/17/16	10/17/16	News 11 @ Noon	12:30 PM-1:00 PM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/17/16	10/23/16	1-----				1	\$100.00	0.00			
N 7	11	10/17/16	10/17/16	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	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: 10/17/16	10/23/16	1-----				1	\$350.00	0.00			
N 8	11	10/17/16	10/17/16	M-F 7p-8p	7:30 PM-8:00 PM		:30				NM	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: 10/17/16	10/23/16	1-----				1	\$350.00	0.00			
N 9	11	10/15/16	10/22/16	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	2	\$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: 10/10/16	10/16/16	-----1-				1	\$650.00	0.00			
		Week: 10/17/16	10/23/16	-----1-				1	\$650.00	0.00			
N 10	11	10/16/16	10/23/16	Su 1030p-11p	10:30 PM-11:00 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>			

(* 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.

CONTRACT WORKSHEET
8400557

HARRIS SL104 PAGE 1
RUN ON SEP23/16 AT 16:29
FROM STATION

ISS/SENATE LEADERSHIP FUND	TYPE O
SEN LDRSHIP FUND	CTG POLT
OCT14/16- OCT23/16	2WKS
TERESA DIFURIA	EST 38500

COPY

ALL ESTIMATES MUST BE INCLUDED ON THE INVOICES

STATIONS USING ELECTRONIC INVOICING, DO NOT SEND PAPER INVOICES:

AGENCY IDB #1021

AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

SENATE LEADERSHIP FUND

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 275 AGENCY PRODUCT CODE = 338 AGENCY EST# = 3850									
1	FRI	100P-200P	30	OCT14-OCT21		1	\$125.00	2	\$250.00
PROGRAM : STEVE WILKOS RA35+ : 1.2 CON COM1: STEVE WILKOS									
2	FRI	1230P-100P	30	OCT14-OCT21		1	\$100.00	2	\$200.00
PROGRAM : KPLR 11 NEWS @ 1230P RA35+ : 0.9 CON COM1: KPLR 11 NEWS @ 1230P									
3	FRI	700P-730P	30	OCT14-OCT21		1	\$350.00	2	\$700.00
PROGRAM : KPLR NEWS @ 7PM RA35+ : 2.0 CON COM1: KPLR NEWS @ 7PM									
4	FRI	730P-800P	30	OCT14-OCT21		1	\$350.00	2	\$700.00
PROGRAM : KPLR NEWS @ 730PM RA35+ : 1.3 CON COM1: KPLR NEWS @ 730PM									

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

CONTRACT WORKSHEET
8400557

HARRIS SL104 PAGE 3
RUN ON SEP23/16 AT 16:29
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
13	THU	1230P-100P	30	OCT20		1	\$100.00	1	\$100.00
	PROGRAM :	KPLR 11 NEWS @ 1230P							
	RA35+ :	0.9							
	CON COM1 :	KPLR 11 NEWS @ 1230P							
14	THU	700P-730P	30	OCT20		1	\$350.00	1	\$350.00
	PROGRAM :	KPLR NEWS @ 7PM							
	RA35+ :	2.0							
	CON COM1 :	KPLR NEWS @ 7PM							
15	THU	730P-800P	30	OCT20		1	\$350.00	1	\$350.00
	PROGRAM :	KPLR NEWS @ 730PM							
	RA35+ :	1.3							
	CON COM1 :	KPLR NEWS @ 730PM							
16	THU	800P-900P	30	OCT20		1	\$1,200.00	1	\$1,200.00
	PROGRAM :	DCS LEGENDS-CW							
	RA35+ :	1.3							
	CON COM1 :	DCS LEGENDS-CW							
17	TUE	100P-200P	30	OCT18		1	\$125.00	1	\$125.00
	PROGRAM :	STEVE WILKOS							
	RA35+ :	1.2							
	CON COM1 :	STEVE WILKOS							
18	TUE	1230P-100P	30	OCT18		1	\$100.00	1	\$100.00
	PROGRAM :	KPLR 11 NEWS @ 1230P							
	RA35+ :	0.9							
	CON COM1 :	KPLR 11 NEWS @ 1230P							
19	TUE	700P-730P	30	OCT18		1	\$350.00	1	\$350.00
	PROGRAM :	KPLR NEWS @ 7PM							
	RA35+ :	2.0							
	CON COM1 :	KPLR NEWS @ 7PM							
20	TUE	730P-800P	30	OCT18		1	\$350.00	1	\$350.00
	PROGRAM :	KPLR NEWS @ 730PM							
	RA35+ :	1.3							
	CON COM1 :	KPLR NEWS @ 730PM							

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

CONTRACT WORKSHEET
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HARRIS SL104 PAGE 4
RUN ON SEP23/16 AT 16:29
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
21 WED	PROGRAM : STEVE WILKOS RA35+ : 1.2 CON COM1: STEVE WILKOS	100P-200P	30	OCT19		1	\$125.00	1	\$125.00
22 WED	PROGRAM : KPLR 11 NEWS @ 1230P RA35+ : 0.9 CON COM1: KPLR 11 NEWS @ 1230P	1230P-100P	30	OCT19		1	\$100.00	1	\$100.00
23 WED	PROGRAM : KPLR NEWS @ 7PM RA35+ : 2.0 CON COM1: KPLR NEWS @ 7PM	700P-730P	30	OCT19		1	\$350.00	1	\$350.00
24 WED	PROGRAM : KPLR NEWS @ 730PM RA35+ : 1.3 CON COM1: KPLR NEWS @ 730PM	730P-800P	30	OCT19		1	\$350.00	1	\$350.00
OCT/16	\$8,875.00								
CONTRACT TOTAL									\$8,875.00
TOTAL SPOTS									30

MARKET TOTALS \$443,750 KPLR 2% KDNL 7% KMOV 52% KSDK 20% KTVI 19% WPXS 0% WRBU 0% CABL 0%

CLIENT DICTATE TO BUY HEAVY CBS PRIME PROGRAMMING SKEWING THE MARKET SHARE. KMOV TOOK 52% B/C OF THIS DICTATE

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