



**WHO**  
**1801 Grand Ave**  
**Des Moines, IA 50309**  
**(515) 242-3500**

# CONTRACT

<u>Contract / Revision</u> 759343T /		<u>Alt Order #</u> 07310129
<u>Product</u> <b>BRALEY FOR SENATE</b>		
<u>Contract Dates</u> <b>09/30/14 - 10/06/14</b>		<u>Estimate #</u>
<u>Advertiser</u> <b>Braley/D/US Congress</b>		<u>Original Date / Revision</u> 08/27/14 / 10/06/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WHO</b>	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> NSO Washingto
<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:

**Shorr Johnson Magnus**  
**100 N 20th St**  
**Suite 201**  
**Philadelphia, PA 19103**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/30/14	10/03/14	Today	7:00 AM-9:00 AM		:30				NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-TWTF--				8	\$350.00	0.00			
N 2	13	10/06/14	10/06/14	Today	7:00 AM-9:00 AM		: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:		10/06/14	10/12/14	1-----				1	\$350.00	0.00			
N 3	13	09/30/14	10/03/14	Today In Iowa	6:00 AM-7:00 AM		:30				NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-TWTF--				4	\$525.00	0.00			
N 4	13	10/06/14	10/06/14	Today In Iowa	6:00 AM-7:00 AM		: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:		10/06/14	10/12/14	1-----				1	\$525.00	0.00			
N 5	13	09/30/14	10/03/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	4	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-TWTF--				4	\$775.00	0.00			
N 6	13	10/06/14	10/06/14	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	1-----				1	\$775.00	0.00			
N 7	13	10/04/14	10/04/14	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1-				1	\$350.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	13	09/29/14-10/05/14	Sa 630p-7p	6:30 PM-7:00 PM	-----Sa--	:30		<del>\$350.00</del>	0.00	NM		
	Credited												
N 8	13	09/30/14	10/03/14	Wheel of Fortune	6:30 PM-7:00 PM		:30				NM	4	\$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:		09/29/14	10/05/14	-TWTF--				4	\$750.00	0.00			
N 9	13	10/06/14	10/06/14	Wheel of Fortune	6:30 PM-7:00 PM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	1-----				1	\$750.00	0.00			
N 10	13	09/30/14	09/30/14	Tuesday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$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:		09/29/14	10/05/14	-1-----				1	\$1,050.00	0.00			
N 11	13	10/06/14	10/06/14	Monday Prime	7:00 PM-9:00 PM		:30				NM	1	\$1,700.00

(\* 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. Two week advance cancellation notice is required unless otherwise specified.



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<u>Contract Dates</u> 09/30/14 - 10/06/14	<u>Product</u> BRALEY FOR SENATE	<u>Estimate #</u>
<u>Advertiser</u> Braley/D/US Congress		<u>Original Date / Revision</u> 08/27/14 / 10/06/14

*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:		10/06/14	10/12/14	1-----				1	\$1,700.00	0.00			
N 12	13	09/30/14	09/30/14	Tuesday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-1-----				1	\$1,700.00	0.00			
N 13	13	09/30/14	10/03/14	M-F 1035p-1135p	10:30 PM-11:30 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:		09/29/14	10/05/14	-TWTF--				4	\$250.00	0.00			
N 14	13	10/06/14	10/06/14	M-F 1035p-1135p	10:30 PM-11:30 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	1-----				1	\$250.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	13	10/06/14-10/12/14	M-F 1035p-1135p	10:30 PM-11:30 PM	-----	:30		<del>\$250.00</del>	0.00	NM		
	See MG 14.2												
	2	13	10/06/14-10/06/14	M-F 1035p-1135p	10:30 PM-11:30 PM	-----	:30		<del>\$425.00</del>	0.00	NM		
	Ⓜ Credited												
N 15	13	09/30/14	10/03/14	M-F 10p-1035p	10:00 PM-10:30 PM		:30				NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-TWTF--				4	\$900.00	0.00			
N 16	13	10/06/14	10/06/14	M-F 10p-1035p	10:00 PM-10:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	1-----				1	\$900.00	0.00			
N 17	13	10/06/14	10/06/14	Monday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	1-----				1	\$3,150.00	0.00			
N 18	13	09/30/14	09/30/14	Today In Iowa	6a-7a		: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:		09/29/14	10/05/14	-T-----				1	\$525.00	0.00			
N 19	13	09/30/14	09/30/14	M-F 530p-6p	530p-6p		:30				NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-T-----				1	\$1,950.00	0.00			
N 20	13	10/05/14	10/05/14	Su 7a-8a	7a-8a		:30				NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----S				1	\$190.00	0.00			
Totals										0.00		40	\$29,165.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/06/14	40	\$29,165.00	\$24,790.25
<b>Totals</b>	40	\$29,165.00	\$24,790.25

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

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