

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

CONTRACT

<u>Contract / Revision</u> 759513T /		<u>Alt Order #</u> 07310342
<u>Product</u> BRALEY FOR SENATE		
<u>Contract Dates</u> 10/28/14 - 11/03/14		<u>Estimate #</u>
<u>Advertiser</u> Braley/D/US Congress		<u>Original Date / Revision</u> 08/27/14 / 10/07/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHO	<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>

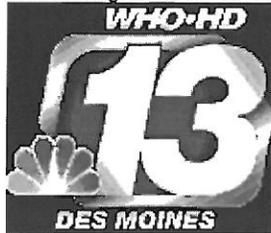
And:

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	10/28/14	10/31/14	Today	7:00 AM-9:00 AM		:30				NM	12	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	-TWTF--				12	\$350.00	0.00			
N 2	13	11/03/14	11/03/14	Today	7:00 AM-9:00 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:		11/03/14	11/09/14	3-----				3	\$350.00	0.00			
N 3	13	10/28/14	10/31/14	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:		10/27/14	11/02/14	-TWTF--				4	\$525.00	0.00			
N 4	13	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$525.00	0.00			
N 5	13	10/28/14	10/31/14	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	-TWTF--				4	\$220.00	0.00			
N 6	13	11/03/14	11/03/14	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$220.00	0.00			
N 7	13	10/28/14	10/31/14	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	4	\$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:		10/27/14	11/02/14	-TWTF--				4	\$475.00	0.00			
N 8	13	11/03/14	11/03/14	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----				1	\$475.00	0.00			
N 9	13	10/28/14	10/31/14	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:		10/27/14	11/02/14	-TWTF--				4	\$775.00	0.00			
N 10	13	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$775.00	0.00			
N 11	13	11/01/14	11/01/14	Sa 630p-7p	6:30 PM-7:00 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:		10/27/14	11/02/14	-----1-				1	\$350.00	0.00			
N 12	13	10/28/14	10/31/14	Wheel of Fortune	6:30 PM-7:00 PM		:30				NM	4	\$5,240.00

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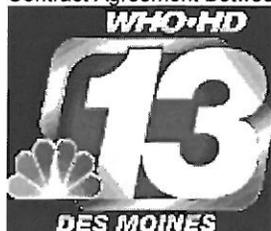
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<u>Contract Dates</u> 10/28/14 - 11/03/14		<u>Product</u> BRALEY FOR SENATE
<u>Advertiser</u> Braley/D/US Congress		<u>Estimate #</u>
		<u>Original Date / Revision</u> 08/27/14 / 10/07/14

*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:		10/27/14	11/02/14	-TWTF--				4	\$750.00	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	10/27/14-11/02/14	Wheel of Fortune	6:30 PM-7:00 PM	-TuWThF----	:30		\$750.00	0.00	NM		
	See MG 12.5,12.6,12.7,12.8												
	2	13	10/27/14-11/02/14	Wheel of Fortune	6:30 PM-7:00 PM	-TuWThF----	:30		\$750.00	0.00	NM		
	See MG 12.5,12.6,12.7,12.8												
	3	13	10/27/14-11/02/14	Wheel of Fortune	6:30 PM-7:00 PM	-TuWThF----	:30		\$750.00	0.00	NM		
	See MG 12.5,12.6,12.7,12.8												
	4	13	10/27/14-11/02/14	Wheel of Fortune	6:30 PM-7:00 PM	-TuWThF----	:30		\$750.00	0.00	NM		
	See MG 12.5,12.6,12.7,12.8												
	5	13	10/28/14-11/02/14	Wheel of Fortune	6:30 PM-7:00 PM	-TuWThF----	:30		\$1,310.00	0.00	NM		
	Ⓜ MG for 12.4,12.1,12.2,12.3												
	6	13	10/28/14-11/02/14	Wheel of Fortune	6:30 PM-7:00 PM	-TuWThF----	:30		\$1,310.00	0.00	NM		
	Ⓜ MG for 12.4,12.1,12.2,12.3												
	7	13	10/28/14-11/02/14	Wheel of Fortune	6:30 PM-7:00 PM	-TuWThF----	:30		\$1,310.00	0.00	NM		
	Ⓜ MG for 12.4,12.1,12.2,12.3												
	8	13	10/28/14-11/02/14	Wheel of Fortune	6:30 PM-7:00 PM	-TuWThF----	:30		\$1,310.00	0.00	NM		
	Ⓜ MG for 12.4,12.1,12.2,12.3												
N 13	13	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$750.00	0.00			
N 14	13	11/03/14	11/03/14	Monday Prime	7:00 PM-9:00 PM		:30				NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	2-----				2	\$1,700.00	0.00			
N 15	13	11/02/14	11/02/14	NFL Reg Ssn Late Gm	7:00 PM-10:00 PM		:30				NM	1	\$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:		10/27/14	11/02/14	-----1				1	\$2,100.00	0.00			
N 16	13	11/02/14	11/02/14	NFL Reg Ssn Pre Gm	6:00 PM-7:00 PM		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	-----1				1	\$875.00	0.00			
N 17	13	10/28/14	10/28/14	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:		10/27/14	11/02/14	-1-----				1	\$1,700.00	0.00			
N 18	13	10/30/14	10/30/14	Thursday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	---1---				1	\$1,225.00	0.00			
N 19	13	10/28/14	10/31/14	M-F 1035p-1135p	10:30 PM-11:30 PM		:30				NM	4	\$2,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	-TWTF--				4	\$250.00	0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
1	13	10/27/14-11/02/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$250.00	0.00	NM		
		See MG 19.5, 19.6, 19.7, 19.8											
2	13	10/27/14-11/02/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$250.00	0.00	NM		
		See MG 19.5, 19.6, 19.7, 19.8											
3	13	10/27/14-11/02/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$250.00	0.00	NM		
		See MG 19.5, 19.6, 19.7, 19.8											
4	13	10/27/14-11/02/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$250.00	0.00	NM		
		See MG 19.5, 19.6, 19.7, 19.8											
5	13	10/28/14-10/31/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$425.00	0.00	NM		
		See MG 19.9, 19.10, 19.11, 19.12											
6	13	10/28/14-10/31/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$425.00	0.00	NM		
		See MG 19.9, 19.10, 19.11, 19.12											
7	13	10/28/14-10/31/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$425.00	0.00	NM		
		See MG 19.9, 19.10, 19.11, 19.12											
8	13	10/28/14-10/31/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$425.00	0.00	NM		
		See MG 19.9, 19.10, 19.11, 19.12											
9	13	10/28/14-10/31/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$740.00	0.00	NM		
		MG for 19.8, 19.5, 19.7, 19.6											
10	13	10/28/14-10/31/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$740.00	0.00	NM		
		MG for 19.8, 19.5, 19.7, 19.6											
11	13	10/28/14-10/31/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$740.00	0.00	NM		
		MG for 19.8, 19.5, 19.7, 19.6											
12	13	10/28/14-10/31/14		M-F 1035p-1135p	10:30 PM-11:30 PM	-TuWThF----	:30		\$740.00	0.00	NM		
		MG for 19.8, 19.5, 19.7, 19.6											
N 20	13	11/03/14	11/03/14	M-F 1035p-1135p	10:30 PM-11:30 PM		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		11/03/14	11/09/14	1-----	1			\$425.00	0.00				
N 21	13	10/28/14	10/31/14	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:		10/27/14	11/02/14	-TWTF--	4			\$900.00	0.00				
N 22	13	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----	1			\$900.00	0.00				
N 23	13	11/01/14	11/01/14	Sa 10p-1030p	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:		10/27/14	11/02/14	-----1-	1			\$900.00	0.00				
N 24	13	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----	1			\$3,150.00	0.00				
N 25	13	10/28/14	10/28/14	Tuesday 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:		10/27/14	11/02/14	-1-----	1			\$3,150.00	0.00				
Totals											0.00	60	\$45,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/27/14 - 11/03/14	60	\$45,950.00	\$39,057.50
Totals	60	\$45,950.00	\$39,057.50

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