



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

CONTRACT

<u>Contract / Revision</u> 741483 /		<u>Alt Order #</u> 09226118
<u>Product</u> Koester/RP OF IA		
<u>Contract Dates</u> 10/10/18 - 10/16/18		<u>Estimate #</u> 5313
<u>Advertiser</u> Koester/R/IA HD 38 IA/Republican Party		<u>Original Date / Revision</u> 10/10/18 / 10/10/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHO	<u>Account Executive</u> Cheryl Long	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u> 12521	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Services, Inc.
1911 North Ft Myer Dr
Suite 400
Arlington, VA 22209

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	13	10/10/18	10/11/18	Today	7:00 AM-9:00 AM		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	--WT---				2	\$325.00				
2	13	10/15/18	10/16/18	Today	7:00 AM-9:00 AM		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	MT-----				2	\$325.00				
3	13	10/14/18	10/14/18	Su 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	-----1				1	\$110.00				
4	13	10/10/18	10/12/18	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	--W-F--				2	\$110.00				
5	13	10/16/18	10/16/18	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-1-----				1	\$110.00				
6	13	10/10/18	10/12/18	M-F 330p-4p	3:30 PM-4:00 PM		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	--W-F--				2	\$75.00				
7	13	10/16/18	10/16/18	M-F 330p-4p	3:30 PM-4:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-1-----				1	\$75.00				
	<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>Type</u>		
	1	13	10/15/18-10/21/18	M-F 330p-4p	3:30 PM-4:00 PM	-Tu-----	:30		\$75.00		NM		
			See MG 7.2										
	2	13	10/16/18-10/16/18	M-F 330p-4p	3:30 PM-4:00 PM	-Tu-----	:30		\$150.00		NM		
			Ⓜ MG for 7.1 10/16										
8	13	10/11/18	10/11/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	---1---				1	\$325.00				
9	13	10/10/18	10/12/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	--W-F--				2	\$450.00				
10	13	10/15/18	10/16/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</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.



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<u>Contract / Revision</u> 741483 /		<u>Alt Order #</u> 09226118
<u>Contract Dates</u> 10/10/18 - 10/16/18	<u>Product</u> Koester/RP OF IA	<u>Estimate #</u> 5313
<u>Advertiser</u> Koester/R/IA HD 38 IA/Re		<u>Original Date / Revision</u> 10/10/18 / 10/10/18

*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>				
Week:		10/15/18	10/21/18	MT-----				2	\$450.00				
	<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>Type</u>		
	1	13	10/15/18-10/21/18	Channel 13 News @ 6p	6:00 PM-6:30 PM	MTu-----	:30		\$450.00		NM		
See MG 10.3,10.4,10.5													
	2	13	10/15/18-10/21/18	Channel 13 News @ 6p	6:00 PM-6:30 PM	MTu-----	:30		\$450.00		NM		
See MG 10.3,10.4,10.5													
	3	13	10/15/18-10/16/18	Channel 13 News @ 6p	6:00 PM-6:30 PM	MTu-----	:30		\$800.00		NM		
	Ⓜ MG for 10.2,10.1												
	4	13	10/15/18-10/16/18	M-F 10a-11a	10a-11a	MTu-----	:30		\$50.00		NM		
	Ⓜ MG for 10.2,10.1												
	5	13	10/15/18-10/16/18	M-F 11a-12p	11a-12p	MTu-----	:30		\$50.00		NM		
	Ⓜ MG for 10.2,10.1												
11	13	10/13/18	10/13/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	-----1-				1	\$225.00				
12	13	10/14/18	10/14/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	-----1				1	\$200.00				
13	13	10/10/18	10/12/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	--WTF--				3	\$500.00				
14	13	10/15/18	10/16/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	MT-----				2	\$500.00				
	<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>Type</u>		
	1	13	10/15/18-10/21/18	M-F 630p-7p	6:30 PM-7:00 PM	MTu-----	:30		\$500.00		NM		
See MG 14.3,14.4													
	2	13	10/15/18-10/21/18	M-F 630p-7p	6:30 PM-7:00 PM	MTu-----	:30		\$500.00		NM		
See MG 14.3,14.4													
	3	13	10/15/18-10/16/18	M-F 630p-7p	6:30 PM-7:00 PM	MTu-----	:30		\$850.00		NM		
	Ⓜ MG for 14.2,14.1												
	4	13	10/15/18-10/16/18	M-F 630p-7p	6:30 PM-7:00 PM	MTu-----	:30		\$850.00		NM		
	Ⓜ MG for 14.2,14.1												
15	13	10/10/18	10/12/18	Channel 13 News @ 10p	10:00 PM-10:35 PM		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	--WTF--				3	\$650.00				
16	13	10/15/18	10/16/18	Channel 13 News @ 10p	10:00 PM-10:35 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>				
Week:		10/15/18	10/21/18	MT-----				2	\$650.00				
D 17	13	10/12/18	10/12/18	Friday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	0	\$0.00
18	13	10/10/18	10/10/18	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	--1----				1	\$225.00				
19	13	10/15/18	10/15/18	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	1-----				1	\$225.00				
20	13	10/14/18	10/14/18	NFL Reg Ssn Gm	7:00 PM-11:00 PM		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	-----1				1	\$1,250.00				
27	13	10/15/18	10/15/18	Monday Prime 2 HR	Various		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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741483 /	09226118

Contract Dates	Product	Estimate #
10/10/18 - 10/16/18	Koester/RP OF IA	5313

Advertiser	Original Date / Revision
Koester/R/IA HD 38 IA/Re	10/10/18 / 10/10/18

*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>				
Week:		10/15/18	10/21/18	M-----				1	\$1,800.00				
28	13	10/14/18	10/14/18	Su 1105p-1135p	1105p-1135p		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	-----S				1	\$25.00				
29	13	10/15/18	10/15/18	Monday Prime Hour 3	9p-10p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	M-----				1	\$650.00				
30	13	10/15/18	10/16/18	M-F 10a-11a	10a-11a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	MT-----				1	\$50.00				
N 31	13	10/15/18	10/16/18	M-F 3p-330p	3p-330p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	MT-----				1	\$75.00				
Totals								0.00				37	\$15,340.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/16/18	37	\$15,340.00	(\$2,301.00)	\$13,039.00
Totals	37	\$15,340.00	(\$2,301.00)	\$13,039.00

Signature: _____ **Date:** _____

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