



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 Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy 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 Dates</u> 10/10/18 - 10/16/18	<u>Product</u> Koester/RP OF IA	<u>Estimate #</u> 5313
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<u>Advertiser</u> Koester/R/IA HD 38 IA/Re	<u>Original Date / Revision</u> 10/10/18 / 10/10/18
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
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>								
Week:		10/15/18	10/21/18	MT-----	2								
		<u>Rate</u>											
		\$450.00											
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>								
Week:		10/08/18	10/14/18	-----1-	1								
		<u>Rate</u>											
		\$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>								
Week:		10/08/18	10/14/18	--WTF--	3								
		<u>Rate</u>											
		\$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>								
Week:		10/15/18	10/21/18	MT-----	2								
		<u>Rate</u>											
		\$500.00											
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>								
Week:		10/08/18	10/14/18	--WTF--	3								
		<u>Rate</u>											
		\$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>								
Week:		10/15/18	10/21/18	MT-----	2								
		<u>Rate</u>											
		\$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>								
Week:		10/08/18	10/14/18	--1----	1								
		<u>Rate</u>											
		\$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>								
Week:		10/15/18	10/21/18	1-----	1								
		<u>Rate</u>											
		\$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>								
Week:		10/08/18	10/14/18	-----1	1								
		<u>Rate</u>											
		\$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>								
Week:		10/15/18	10/21/18	1-----	1								
		<u>Rate</u>											
		\$1,800.00											

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741483 /	09226118

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10/10/18 - 10/16/18	Koester/RP OF IA	5313

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Koester/R/IA HD 38 IA/Re	10/10/18 / 10/10/18

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		<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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