

CONTRACT



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

COPY

<u>Contract / Revision</u> 395929 / 1		<u>Alt Order #</u> 08415371
<u>Product</u> SENATE LDRSHP FUND		
<u>Contract Dates</u> 10/14/16 - 10/20/16		<u>Estimate #</u> 4065
<u>Advertiser</u> Senate Leadership Fund		<u>Original Date / Revision</u> 10/12/16 / 10/12/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KPLR-TV	<u>Account Executive</u> Teresa DiFuria	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u> 275	<u>Product Code</u> 338
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

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

*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	10/14/16	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:		10/10/16	10/16/16	----1--				1	\$125.00	0.00			
N 2	11	10/14/16	10/14/16	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:		10/10/16	10/16/16	----1--				1	\$100.00	0.00			
N 3	11	10/14/16	10/14/16	News 11 @ 4p	4:30 PM-5:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	----1--				1	\$150.00	0.00			
N 4	11	10/14/16	10/14/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$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:		10/10/16	10/16/16	----1--				1	\$1,100.00	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	News 11 @ 4p	4:30 PM-5:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----				1	\$150.00	0.00			
N 8	11	10/17/16	10/17/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$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	\$1,100.00	0.00			
N 9	11	10/15/16	10/15/16	Sa Non-Net Prime Hour 1	8:00 PM-9:00 PM		:30				NM	2	\$400.00
		<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	-----2-				2	\$200.00	0.00			
N 10	11	10/20/16	10/20/16	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 11	11	10/20/16	10/20/16	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 12	11	10/20/16	10/20/16	News 11 @ 4p	4:30 PM-5:00 PM		:30				NM	1	\$150.00

(* 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. 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.



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

<u>Contract / Revision</u> 395929 /	<u>Alt Order #</u> 08415371
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<u>Contract Dates</u> 10/14/16 - 10/20/16	<u>Product</u> SENATE LDRSHP FUN	<u>Estimate #</u> 4065
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<u>Advertiser</u> Senate Leadership Fund	<u>Original Date / Revision</u> 10/12/16 / 10/12/16
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*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:		10/17/16	10/23/16	---1---				1	\$150.00	0.00			
N 13	11	10/20/16	10/20/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$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	\$1,100.00	0.00			
N 14	11	10/20/16	10/20/16	Thursday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	---1---				1	\$1,200.00	0.00			
N 15	11	10/18/16	10/18/16	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 16	11	10/18/16	10/18/16	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 17	11	10/18/16	10/18/16	News 11 @ 4p	4:30 PM-5:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-1-----				1	\$150.00	0.00			
N 18	11	10/18/16	10/18/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$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	\$1,100.00	0.00			
N 19	11	10/19/16	10/19/16	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 20	11	10/19/16	10/19/16	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 21	11	10/19/16	10/19/16	News 11 @ 4p	4:30 PM-5:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--1----				1	\$150.00	0.00			
N 22	11	10/19/16	10/19/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$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	\$1,100.00	0.00			
Totals										0.00		23	\$8,975.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/20/16	23	\$8,975.00	\$7,628.75
Totals	23	\$8,975.00	\$7,628.75

Signature: _____ Date: _____

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

CONTRACT WORKSHEET
 8415371

HARRIS SL104 PAGE 1
 RUN ON OCT12/16 AT 16:55
 FROM STATION

CHRIS RUMBLEY
 MENTZER MEDIA SERVICES, INC.
 210 W. PENNSYLVANIA AVE. SUITE 250
 TOWSON, MD 21204

COPY

ISS/SENATE LEADERSHIP FUND
 SENATE LDRSHF FUND
 OCT14/16 - OCT20/16 1WKS
 TERESA DIFURIA
 EST 4065

REP: NEW ORDER FOR SENATE LEADERSHIP FUND
 TOTAL 8,975
 PLS CFM THANKS
 ALLIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 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# = 4065									
1	FRI	100P-200P	30	OCT14		1	\$125.00	1	\$125.00
PROGRAM : STEVE WILKOS									
RA35+ : 1.2									
ORD COM1 : 1X									
CON COM1 : STEVE WILKOS									
2	FRI	1230P-100P	30	OCT14		1	\$100.00	1	\$100.00
PROGRAM : KPLR 11 NEWS @ 1230P									
RA35+ : 0.9									
ORD COM1 : 1X									
CON COM1 : KPLR 11 NEWS @ 1230P									
3	FRI	430P-500P	30	OCT14		1	\$150.00	1	\$150.00
PROGRAM : KPLR 11 NEWS @ 430PM									
RA35+ : 0.9									
CON COM1 : KPLR 11 NEWS @ 430PM									

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

CONTRACT WORKSHEET
 8415371

HARRIS SL104 PAGE 4
 RUN ON OCT12/16 AT 16:55
 FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
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19 WED		100P-200P	30	OCT19		1	\$125.00	1	\$125.00
PROGRAM : STEVE WILKOS									
RA35+ : 1.2									
ORD COM1: 1X									
CON COM1: STEVE WILKOS									

20 WED		1230P-100P	30	OCT19		1	\$100.00	1	\$100.00
PROGRAM : KPLR 11 NEWS @ 1230P									
RA35+ : 0.9									
ORD COM1: 1X									
CON COM1: KPLR 11 NEWS @ 1230P									

21 WED		430P-500P	30	OCT19		1	\$150.00	1	\$150.00
PROGRAM : KPLR 11 NEWS @ 430PM									
RA35+ : 0.9									
CON COM1: KPLR 11 NEWS @ 430PM									

22 WED		630P-700P	30	OCT19		1	\$1,100.00	1	\$1,100.00
PROGRAM : BIG BANG THEORY									
RA35+ : 3.3									
CON COM1: BIG BANG THEORY									

OCT/16 \$8,975.00 CONTRACT TOTAL \$8,975.00
 TOTAL SPOTS 23

MARKET TOTALS \$299,166 KPLR 3% KDNL 3% KMOV 47% KSDK 17% KTVI 30% WPXS 0% WRBU 0%
 CABL 0%

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