

## CONTRACT



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

**COPY**

And:

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

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

| *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)

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| <u>Contract / Revision</u><br>395929 /       |  | <u>Alt Order #</u><br>08415371                         |
| <u>Contract Dates</u><br>10/14/16 - 10/20/16 |  | <u>Product</u><br>SENATE LDRSHIP FUN                   |
| <u>Advertiser</u><br>Senate Leadership Fund  |  | <u>Estimate #</u><br>4065                              |
|  |  | <u>Original Date / Revision</u><br>10/12/16 / 10/12/16 |

| *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          |      |           |                   |
| <b>Totals</b> |    |                   |                 |                       |                  |      |        |                   |             | <b>0.00</b>   |      | <b>23</b> | <b>\$8,975.00</b> |

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

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

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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

|                            |          |
|----------------------------|----------|
| ISS/SENATE LEADERSHIP FUND | TYPE O   |
| SENATE LDRSHIP FUND        | CTG POLT |
| OCT14/16- OCT20/16         | 1WKS     |
| TERESA DIFURIA             | EST 4065 |

NEW ORDER FOR  
TOTAL 8,975  
PLS CFM THANKS  
ALLIE

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<br>AGENCY PRODUCT CODE = 338<br>AGENCY EST# = 4065                 |      |            |     |                 |        |        |           |             |              |
| 1   | FRI  | 100P-200P  | 30  | OCT14           |        | 1      | \$125.00  | 1           | \$125.00     |
| PROGRAM : STEVE WILKOS<br>RA35+ : 1.2<br>ORD COM1: 1X<br>CON COM1: STEVE WILKOS                 |      |            |     |                 |        |        |           |             |              |
| 2   | FRI  | 1230P-100P | 30  | OCT14           |        | 1      | \$100.00  | 1           | \$100.00     |
| PROGRAM : KPLR 11 NEWS @ 1230P<br>RA35+ : 0.9<br>ORD COM1: 1X<br>CON COM1: KPLR 11 NEWS @ 1230P |      |            |     |                 |        |        |           |             |              |
| 3   | FRI  | 430P-500P  | 30  | OCT14           |        | 1      | \$150.00  | 1           | \$150.00     |
| PROGRAM : KPLR 11 NEWS @ 430PM<br>RA35+ : 0.9<br>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 |
|--------------------------------|------|------------|-----|-----------------|--------|--------|------------|-------------|--------------|
| 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