



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

CONTRACT

<u>Contract / Revision</u> 703415 /		<u>Alt Order #</u> 09154231
<u>Product</u> NOT ONE PENNY		
<u>Contract Dates</u> 07/16/18 - 07/22/18		<u>Estimate #</u> 6302
<u>Advertiser</u> Not One Penny		<u>Original Date / Revision</u> 06/27/18 / 07/23/18
<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 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 1037	<u>Product 1/2</u> 1051
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Targeted Platform Media LLC
 1291 Hollywood Avenue
 Annapolis, MD 21403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	07/16/18	07/16/18	M-F 11a-12p	11:00 AM-12:00 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:		07/16/18	07/22/18	1-----				1	\$150.00				
N 2	13	07/18/18	07/18/18	M-F 3p-330p	3:00 PM-3:30 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:		07/16/18	07/22/18	--1----				1	\$200.00				
N 3	13	07/19/18	07/19/18	M-F 3p-330p	3:00 PM-3:30 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---1---				1	\$200.00				
	<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	07/16/18-07/22/18	M-F 3p-330p	3:00 PM-3:30 PM	----Th-----	:30		\$200.00		NM		
	Credited												
N 4	13	07/20/18	07/20/18	M-F 3p-330p	3:00 PM-3:30 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:		07/16/18	07/22/18	----1--				1	\$200.00				
N 5	13	07/17/18	07/17/18	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-1-----				1	\$250.00				
N 6	13	07/19/18	07/19/18	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---1---				1	\$250.00				
	<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	07/16/18-07/22/18	Channel 13 News @ 4p	4:00 PM-5:00 PM	----Th-----	:30		\$250.00		NM		
	Credited												
N 7	13	07/20/18	07/20/18	Channel 13 News @ 4p	4:00 PM-5:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	----1--				1	\$250.00				
N 8	13	07/17/18	07/17/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-1-----				1	\$900.00				
N 9	13	07/19/18	07/19/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---1---				1	\$900.00				

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

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<u>Contract Dates</u> 07/16/18 - 07/22/18		<u>Product</u> NOT ONE PENNY
<u>Estimate #</u> 6302		<u>Original Date / Revision</u> 06/27/18 / 07/23/18
<u>Advertiser</u> Not One Penny		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	13	07/16/18-07/22/18		Channel 13 News @ 5p	5:00 PM-5:30 PM	----Th-----	:30		\$900.00		NM		
Credited													
N 10	13	07/16/18	07/16/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		07/16/18	07/22/18	1-----	1				\$1,450.00				
N 11	13	07/20/18	07/20/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		07/16/18	07/22/18	----1--	1				\$1,450.00				
N 12	13	07/19/18	07/19/18	M-F 11a-12p	11:00 AM-12:00 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:		07/16/18	07/22/18	---1---	1				\$150.00				
N 13	13	07/18/18	07/18/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		07/16/18	07/22/18	--1----	1				\$1,500.00				
N 14	13	07/19/18	07/19/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
Week:		07/16/18	07/22/18	---1---	1				\$1,500.00				
1	13	07/16/18-07/22/18		M-F 630p-7p	6:30 PM-7:00 PM	----Th-----	:30		\$1,500.00		NM		
Credited													
N 15	13	07/17/18	07/17/18	Channel 13 News @ 10p	10:00 PM-10:35 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>				
Week:		07/16/18	07/22/18	-1-----	1				\$1,700.00				
N 16	13	07/18/18	07/18/18	Channel 13 News @ 10p	10:00 PM-10:35 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>				
Week:		07/16/18	07/22/18	--1----	1				\$1,700.00				
N 17	13	07/20/18	07/20/18	M-F 11a-12p	11:00 AM-12:00 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:		07/16/18	07/22/18	----1--	1				\$150.00				
N 18	13	07/16/18	07/16/18	Channel 13 News @ Noon	12:00 PM-1:00 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:		07/16/18	07/22/18	1-----	1				\$325.00				
N 19	13	07/17/18	07/17/18	Channel 13 News @ Noon	12:00 PM-1:00 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:		07/16/18	07/22/18	-1-----	1				\$325.00				
N 20	13	07/18/18	07/18/18	Channel 13 News @ Noon	12:00 PM-1:00 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:		07/16/18	07/22/18	--1----	1				\$325.00				
N 21	13	07/19/18	07/19/18	Channel 13 News @ Noon	12:00 PM-1:00 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:		07/16/18	07/22/18	---1---	1				\$325.00				
N 22	13	07/20/18	07/20/18	Channel 13 News @ Noon	12:00 PM-1:00 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:		07/16/18	07/22/18	----1--	1				\$325.00				
N 23	13	07/16/18	07/16/18	M-F 3p-330p	3:00 PM-3:30 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:		07/16/18	07/22/18	1-----	1				\$200.00				
Totals								0.00				19	\$11,875.00

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703415 /	09154231

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07/16/18 - 07/22/18	NOT ONE PENNY	6302

<u>Advertiser</u>	<u>Original Date / Revision</u>
Not One Penny	06/27/18 / 07/23/18

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 - 07/20/18	19	\$11,875.00	(\$1,781.25)	\$10,093.75
Totals	19	\$11,875.00	(\$1,781.25)	\$10,093.75

Signature: _____ **Date:** _____

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