



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

# CONTRACT

<u>Contract / Revision</u> 749443 /		<u>Alt Order #</u> 09279879
<u>Product</u> IA UTILITIES ASSOC		
<u>Contract Dates</u> 10/22/18 - 10/28/18		<u>Estimate #</u> C22C28
<u>Advertiser</u> Iowa Utilities Association		<u>Original Date / Revision</u> 10/05/18 / 10/05/18
<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 35+		
<u>Agy Code</u> 1977	<u>Advertiser Code</u> IUA	<u>Product 1/2</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Del Cielo Media**  
**10755 Scripps Poway Parkway**  
**Suite #550**  
**San Diego, CA 92131**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	10/22/18	10/22/18	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	1-----				1	\$125.00				
N 2	13	10/28/18	10/28/18	Su 8a-9a	8:00 AM-9:00 AM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----1				1	\$750.00				
N 3	13	10/22/18	10/22/18	Today	7:00 AM-9:00 AM		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	1-----				1	\$975.00				
N 4	13	10/23/18	10/23/18	Today	7:00 AM-9:00 AM		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-1-----				1	\$975.00				
N 5	13	10/24/18	10/24/18	Today	7:00 AM-9:00 AM		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	--1----				1	\$975.00				
N 6	13	10/25/18	10/25/18	Today	7:00 AM-9:00 AM		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	---1---				1	\$975.00				
N 7	13	10/26/18	10/26/18	Today	7:00 AM-9:00 AM		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	----1--				1	\$975.00				
N 8	13	10/22/18	10/22/18	Today In Iowa	6:30 AM-7:00 AM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	1-----				1	\$1,000.00				
N 9	13	10/25/18	10/25/18	Today In Iowa	6:30 AM-7:00 AM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	---1---				1	\$1,000.00				
N 10	13	10/27/18	10/27/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----1-				1	\$700.00				
N 11	13	10/28/18	10/28/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----1				1	\$600.00				
N 12	13	10/23/18	10/23/18	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$125.00

(\* 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.



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<u>Advertiser</u> Iowa Utilities Association		<u>Original Date / Revision</u> 10/05/18 / 10/05/18

*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:		10/22/18	10/28/18	-1-----				1	\$125.00				
N 13	13	10/22/18	10/22/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	1-----				1	\$1,000.00				
N 14	13	10/25/18	10/25/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	---1---				1	\$1,000.00				
N 15	13	10/26/18	10/26/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--				1	\$1,000.00				
N 16	13	10/24/18	10/24/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$1,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	--1----				1	\$1,475.00				
N 17	13	10/27/18	10/27/18	Saturday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----2-				2	\$400.00				
N 18	13	10/25/18	10/25/18	Thursday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	2	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	---2---				2	\$2,025.00				
N 19	13	10/24/18	10/24/18	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	--1----				1	\$125.00				
N 20	13	10/25/18	10/25/18	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	---1---				1	\$125.00				
N 21	13	10/26/18	10/26/18	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--				1	\$125.00				
N 22	13	10/22/18	10/22/18	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	1-----				1	\$375.00				
N 23	13	10/23/18	10/23/18	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-1-----				1	\$375.00				
N 24	13	10/24/18	10/24/18	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	--1----				1	\$375.00				
N 25	13	10/26/18	10/26/18	Channel 13 News @ Noon	12:00 PM-1:00 PM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--				1	\$375.00				
<b>Totals</b>								0.00				27	\$20,375.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	27	\$20,375.00	(\$3,056.25)	\$17,318.75
<b>Totals</b>	27	\$20,375.00	(\$3,056.25)	\$17,318.75

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

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WHO-TV, Des Moines, IA	<b>Date:</b> 10/5/2018
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I, Del Cielo Media

do hereby request station time concerning the following issue:

Iowa Utilities Association
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

This broadcast time will be used by: Iowa Utilities Association

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Iowa Utilities Association

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**


**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

10/5/2018

Date \_\_\_\_\_

  
Signature

**Signature**

(703) 518-4747

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

**□ Accepted**

**☐ Accepted in Part**

☐ Rejected

**Signature**

Printed Name

Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<h1>SEE ATTACHED</h1>					

**Attach proposed schedule with charges (if available): \$14,726.25**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots “communicating a political matter of national importance” air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC’s online political files include a folder for “Terms and Disclosures.” NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.