

# CONTRACT



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

**COPY**

And:

**Main Street Media Group**  
**PO Box 25093**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 699437 /		<u>Alt Order #</u> 09135493
<u>Product</u> ONE NATION MISSOURI		
<u>Contract Dates</u> 06/27/18 - 07/06/18		<u>Estimate #</u> 4165
<u>Advertiser</u> One Nation		<u>Original Date / Revision</u> 06/25/18 / 06/25/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</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>Agy Code</u> 14775	<u>Advertiser Code</u> 138	<u>Product 1/2</u> 311
<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	07/02/18	07/02/18	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/02/18	07/08/18	1-----				1	\$500.00				
N 2	11	07/03/18	07/03/18	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/02/18	07/08/18	-1-----				1	\$500.00				
N 3	11	06/27/18	06/27/18	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	--1----				1	\$500.00				
N 4	11	06/28/18	06/28/18	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	---1---				1	\$500.00				
N 5	11	06/29/18	06/29/18	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	----1--				1	\$500.00				
N 6	11	07/04/18	07/04/18	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/02/18	07/08/18	--1----				1	\$500.00				
N 7	11	07/05/18	07/05/18	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/02/18	07/08/18	---1---				1	\$500.00				
N 8	11	07/06/18	07/06/18	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/02/18	07/08/18	----1--				1	\$500.00				
<b>Totals</b>								<b>0.00</b>				<b>8</b>	<b>\$4,000.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 - 07/06/18	8	\$4,000.00	(\$600.00)	\$3,400.00
<b>Totals</b>	<b>8</b>	<b>\$4,000.00</b>	<b>(\$600.00)</b>	<b>\$3,400.00</b>

(\* 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

Contract / Revision	Alt Order #
699437 /	09135493

Contract Dates	Product	Estimate #
06/27/18 - 07/06/18	ONE NATION MISSOURI	4165

Advertiser	Original Date / Revision
One Nation	06/25/18 / 06/25/18

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

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

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HARRIS SL104 PAGE 1  
RUN ON JUN25/18 AT 15:11  
FROM STATION

TYPE O	
CTG POLT	
2WKS	
EST 4165	

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

<u>RATE/SPOT</u>	<u>TOTAL SPOTS</u>	<u>FLIGHT TOTAL</u>
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1 MON	700P-730P	30 JUL02	1	\$500.00	1	\$500.00
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2 TUE	700P-730P	30 JUL03	1	\$500.00	1	\$500.00
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3 WED	700P-730P	30 JUN27	1	\$500.00	1	\$500.00
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4 THU	700P-730P	30 JUN28	1	\$500.00	1	\$500.00
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5 FRI	700P-730P	30 JUN29	1	\$500.00	1	\$500.00
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6 WED	700P-730P	30 JUL04	1	\$500.00	1	\$500.00
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PROGRAM : KPLR NEWS @ 7PM  
CON COM1: KPLR NEWS @ 7PM

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

CONTRACT WORKSHEET  
9135493

HARRIS SL104 PAGE 2  
RUN ON JUN25/18 AT 15:11  
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
7	THU	700P-730P	30	JUL05		1	\$500.00	1	\$500.00
PROGRAM : KPLR NEWS @ 7PM									
CON COM1: KPLR NEWS @ 7PM									
8	FRI	700P-730P	30	JUL06		1	\$500.00	1	\$500.00
PROGRAM : KPLR NEWS @ 7PM									
CON COM1: KPLR NEWS @ 7PM									
JUL/18	\$4,000.00								
CONTRACT TOTAL									\$4,000.00
TOTAL SPOTS									8

MARKET TOTALS \$200,000 KPLR 2% KDNL 9% KMOV 28% KSDK 43% KTVI 18% WPXS 0% WRBU 0% CABL 0%

CUSTOM RATINGS DATA PROVIDED BY DEEP ROOT ANALYTICS FOR THESE BUYS, ONLY  
INCLUDED PROGRAMMING THAT BOTH INDEXED AND RATED WELL WITH CLIENTS  
CUSTOM TARGETS.

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