

CONTRACT

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

COPY

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

Contract / Revision 354776 /		Alt Order # 08321924
Product HAWLEY FOR ATRNY GEN		
Contract Dates 07/08/16 - 07/18/16		Estimate # 7448
Advertiser Hawley/R/Attorney General		Original Date / Revision 07/07/16 / 07/07/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KPLR-TV	Account Executive Teresa DiFuria	Sales Office NSO Philadelph
Special Handling		
Demographic Adults 35+		
IDB# 14097	Advertiser Code 441	Product Code 842
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	07/08/16	07/08/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/04/16	07/10/16	----1--				1	\$900.00	0.00			
N 2	11	07/11/16	07/11/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/11/16	07/17/16	1-----				1	\$900.00	0.00			
N 3	11	07/10/16	07/10/16	Su 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/04/16	07/10/16	-----1				1	\$900.00	0.00			
N 4	11	07/13/16	07/13/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/11/16	07/17/16	--1----				1	\$900.00	0.00			
Totals										0.00		4	\$3,600.00

Time Period	# of Spots	Gross Amount	Net Amount
06/27/16 - 07/13/16	4	\$3,600.00	\$3,060.00
Totals	4	\$3,600.00	\$3,060.00

Signature: _____ **Date:** _____

(* 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.

TELETYPE, INC.
KPL-TV ST. LOUIS
*** ORIGINAL REV#0 ***

CONTRACT WORKSHEET
8321924

HARRIS SL104 PAGE 1
RUN ON JUL7/16 AT 12:30
FROM STATION

NMRP MEDIAASSISTANT
NAT'L MEDIA RESEARCH PLANNING PLAC
815 SLATERS LANE
ALEXANDRIA, VA 22314

POLI/J HAWLEY/R/ATG/MO
HAWLEY FOR ATRNY GEN
JUL8/16 - JUL18/16 2WKS
TERESA DIFURIA
TYPE O
CTG POLC
EST 7448

REP: NEW ORDER FOR JOSH HAWLEY FOR ATTORNEY GENERAL

TOTAL 3600
PLS CFM THANKS
ALLIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
JOSH HAWLEY FOR ATTORNEY GENERAL

COPY

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
1	FRI	600P-630P	30	JUL08		1	\$900.00	1	\$900.00
PROGRAM : BIG BNG THEORY									
RA35+ : 2.8									
CON COM1: BIG BNG THEORY									
2	MON	600P-630P	30	JUL11		1	\$900.00	1	\$900.00
PROGRAM : BIG BNG THEORY									
RA35+ : 2.8									
CON COM1: BIG BNG THEORY									
3	SUN	600P-630P	30	JUL10		1	\$900.00	1	\$900.00
PROGRAM : BG BNG THRY SU									
RA35+ : 1.8									
CON COM1: BG BNG THRY SU									
4	WED	600P-630P	30	JUL13		1	\$900.00	1	\$900.00
PROGRAM : BIG BNG THEORY									
RA35+ : 2.8									
CON COM1: BIG BNG THEORY									

AGENCY ADVERTISER CODE = 441
AGENCY PRODUCT CODE = 842
AGENCY EST# = 7448

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

CONTRACT WORKSHEET
8321924

HARRIS SL104 PAGE 2
RUN ON JUL7/16 AT 12:30
FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
JUL/16	\$3,600.00							CONTRACT TOTAL	\$3,600.00
								TOTAL SPOTS	4

MARKET TOTALS \$72,000 KPLR 5% KDNL 8% KMOV 31% KSDK 27% KTVI 29% WFXS 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