

# 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

<u>Contract / Revision</u> 354776 /		<u>Alt Order #</u> 08321924
<u>Product</u> HAWLEY FOR ATRNY GEN		
<u>Contract Dates</u> 07/08/16 - 07/18/16		<u>Estimate #</u> 7448
<u>Advertiser</u> Hawley/R/Attorney General		<u>Original Date / Revision</u> 07/07/16 / 07/07/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</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>IDB#</u> 14097	<u>Advertiser Code</u> 441	<u>Product Code</u> 842
<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	07/08/16	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			
<b>Totals</b>											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
<b>Totals</b>	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.

TELEPER, INC.  
 1117 W. 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

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

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									
								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