

# CONTRACT

**CHICAGO'S VERY OWN WGN- TV**  
**WGN 9** 2501 W Bradley Place  
 Chicago, IL 60618  
 (773) 528-2311

<u>Contract / Revision</u> 403436 /		<u>Alt Order #</u> 08432501
<u>Product</u> HOLAN-STR 2543		
<u>Contract Dates</u> 10/28/16 - 11/08/16		<u>Estimate #</u> 2543
<u>Advertiser</u> Holan,H/D/ State Rep		<u>Original Date / Revision</u> 10/31/16 / 11/04/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGN- TV	<u>Account Executive</u> Aaron Ashe	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 12521	<u>Advertiser Code</u> 249	<u>Product Code</u> 321
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Services, Inc.**  
 1911 North Ft Myer Dr  
 Suite 400  
 Arlington, VA 22209

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	9	11/07/16	11/07/16	M-F 11a-1p	11:30 AM-12:00 PM		:15/:15				BK	1	\$800.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$800.00	0.00			
N 2	9	11/07/16	11/07/16	M-F 11a-1p	12:30 PM-1:00 PM		:15/:15				BK	0	\$0.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$1,000.00	0.00			
	<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>Rtg</u>	<u>Type</u>		
	1	9	11/07/16-11/13/16	M-F 11a-1p	12:30 PM-1:00 PM	M-----	:15/:15		<del>\$1,000.00</del>	0.00	BK		
See MG 3.2,3.3													
N 3	9	11/07/16	11/07/16	M-F 4p-6p	5:00 PM-5:30 PM		:15/:15				BK	2	\$2,000.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$1,000.00	0.00			
	<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>Rtg</u>	<u>Type</u>		
	1	9	11/07/16-11/13/16	M-F 4p-6p	5:00 PM-5:30 PM	M-----	:15/:15		<del>\$1,000.00</del>	0.00	BK		
See MG 3.2,3.3													
	2	9	11/06/16-11/06/16	Local Sports Special	8:00 PM-9:00 PM	-----Su	:15/:15		\$1,000.00	0.00	BK		
Ⓜ MG for 2.1,3.1													
	3	9	11/06/16-11/06/16	Su 10p-1030p	10p-1030p	-----Su	:15/:15		\$1,000.00	0.00	BK		
Ⓜ MG for 2.1,3.1													
N 4	9	11/07/16	11/07/16	M-F 6a-9a	7:00 AM-8:00 AM		:15/:15				BK	1	\$1,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$1,200.00	0.00			
N 5	9	11/03/16	11/03/16	M-F 6a-9a	8:00 AM-9:00 AM		:15/:15				BK	1	\$1,100.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	---1---				1	\$1,100.00	0.00			
N 6	9	11/03/16	11/03/16	M-Su 9p News	9:30 PM-10:00 PM		:15/:15				BK	1	\$2,500.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	---1---				1	\$2,500.00	0.00			

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

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<u>Contract / Revision</u> 403436 /		<u>Alt Order #</u> 08432501
<u>Contract Dates</u> 10/28/16 - 11/08/16	<u>Product</u> HOLAN-STR 2543	<u>Estimate #</u> 2543
<u>Advertiser</u> Holan,H/D/ State Rep		<u>Original Date / Revision</u> 10/31/16 / 11/04/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 7	9	11/07/16	11/07/16	M-F 9a-10a	9:30 AM-10:00 AM		:15/:15				BK	1	\$800.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$800.00	0.00			
N 8	9	11/05/16	11/05/16	M-Su 9p News	9:30 PM-10:00 PM		:15/:15				BK	1	\$2,500.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$2,500.00	0.00			
N 9	9	11/03/16	11/03/16	M-F 4p-6p	5:30 PM-6:00 PM		:15/:15				BK	1	\$1,000.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	---1---				1	\$1,000.00	0.00			
N 10	9	11/03/16	11/03/16	M-F 6a-9a	7:00 AM-8:00 AM		:15/:15				BK	1	\$1,200.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	---1---				1	\$1,200.00	0.00			
N 11	9	11/08/16	11/08/16	M-F 11a-1p	11:00 AM-11:30 AM		:15/:15				BK	1	\$750.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	-1-----				1	\$750.00	0.00			
N 12	9	11/08/16	11/08/16	M-F 11a-1p	12:00 PM-12:30 PM		:15/:15				BK	1	\$850.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	-1-----				1	\$850.00	0.00			
N 13	9	11/01/16	11/01/16	M-F 4p-6p	5:30 PM-6:00 PM		:15/:15				BK	1	\$1,000.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-1-----				1	\$1,000.00	0.00			
N 14	9	11/08/16	11/08/16	M-F 6a-7a	6:00 AM-7:00 AM		:15/:15				BK	1	\$1,400.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	-1-----				1	\$1,400.00	0.00			
N 15	9	11/01/16	11/01/16	M-F 7a-8a	7:00 AM-8:00 AM		:15/:15				BK	1	\$1,200.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-1-----				1	\$1,200.00	0.00			
N 16	9	11/08/16	11/08/16	M-F 8a-9a	8:00 AM-9:00 AM		:15/:15				BK	1	\$1,100.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	-1-----				1	\$1,100.00	0.00			
N 17	9	11/08/16	11/08/16	M-F 9a-10a	9:00 AM-9:30 AM		:15/:15				BK	1	\$800.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	-1-----				1	\$800.00	0.00			
N 18	9	11/02/16	11/02/16	M-Su 9p News	9:30 PM-10:00 PM		:15/:15				BK	1	\$2,500.00
		CANDIDATE DISCOUNT RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	--1----				1	\$2,500.00	0.00			
<b>Totals</b>										0.00		18	\$22,700.00

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Time Period	# of Spots	Gross Amount	Net Amount
10/31/16 - 11/08/16	18	\$22,700.00	\$19,295.00
<b>Totals</b>	<b>18</b>	<b>\$22,700.00</b>	<b>\$19,295.00</b>

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

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