

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	-----	:15:15		\$1,000.00	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		\$1,000.00	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)

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>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
		<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
		<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
		<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
		<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
		<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
		<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
		<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
		<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
		<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
		<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
		<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
		<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			
Totals											0.00	18	\$22,700.00

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403436 /	08432501

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/28/16 - 11/08/16	HOLAN-STR 2543	2543

<u>Advertiser</u>	<u>Original Date / Revision</u>
Holan,H/D/ State Rep	10/31/16 / 11/04/16

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

Signature: _____ **Date:** _____

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