

WHO
1801 Grand Ave
Des Moines, IA 50309
(515) 242-3500

CONTRACT

And:

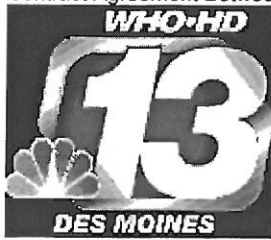
Direct Advantage
25 Felix Lane
Norwalk, CT 06850

| | | |
|---|---|--|
| <u>Contract / Revision</u> 238046 / | | <u>Alt Order #</u> 08052760 |
| <u>Product</u> CARSON 2/28 | | |
| <u>Contract Dates</u> 12/28/15 - 01/03/16 | | <u>Estimate #</u> |
| <u>Advertiser</u> Carson, B/R/US President | | <u>Original Date / Revision</u> 12/14/15 / 12/16/15 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WHO | <u>Account Executive</u> Cheryl Long | <u>Sales Office</u> NSO Washington |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <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 | 13 | 12/28/15 | 01/01/16 | Today In Iowa | 530a-6a | | :30 | | | | NM | 5 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 5 | \$125.00 | 0.00 | | | |
| N 2 | 13 | 12/28/15 | 01/01/16 | Today | 7:00 AM-9:00 AM | | :30 | | | | NM | 10 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 10 | \$270.00 | 0.00 | | | |
| N 3 | 13 | 12/28/15 | 01/01/16 | M-F 9a-10a | 9:00 AM-10:00 AM | | :30 | | | | NM | 6 | \$660.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 6 | \$110.00 | 0.00 | | | |
| N 4 | 13 | 12/28/15 | 01/01/16 | Channel 13 News @ Noon | 12:00 PM-1:00 PM | | :30 | | | | NM | 5 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 5 | \$110.00 | 0.00 | | | |
| N 5 | 13 | 12/28/15 | 01/01/16 | Channel 13 News @ 4p | 4:00 PM-5:00 PM | | :30 | | | | NM | 5 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 5 | \$75.00 | 0.00 | | | |
| N 6 | 13 | 12/28/15 | 01/01/16 | Channel 13 News @ 5p | 5:00 PM-5:30 PM | | :30 | | | | NM | 5 | \$1,625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 5 | \$325.00 | 0.00 | | | |
| N 7 | 13 | 01/03/16 | 01/03/16 | Channel 13 News @ 5p | 5:00 PM-5:30 PM | | :30 | | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | -----1 | | | | 1 | \$175.00 | 0.00 | | | |
| N 8 | 13 | 12/28/15 | 01/01/16 | Channel 13 News @ 6p | 6:00 PM-6:30 PM | | :30 | | | | NM | 5 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 5 | \$450.00 | 0.00 | | | |
| N 9 | 13 | 01/02/16 | 01/02/16 | Channel 13 News @ 6p | 6:00 PM-6:30 PM | | :30 | | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | -----1- | | | | 1 | \$225.00 | 0.00 | | | |
| N 10 | 13 | 12/28/15 | 01/01/16 | Channel 13 News @ 10p | 10:00 PM-10:35 PM | | :30 | | | | NM | 5 | \$3,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 5 | \$650.00 | 0.00 | | | |
| N 11 | 13 | 01/03/16 | 01/03/16 | Late Run News | 10:00 PM-10:30 PM | | :30 | | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | -----1 | | | | 1 | \$650.00 | 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> | <u>Alt Order #</u> |
| 238046 / | 08052760 |

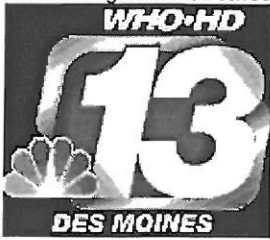
| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 12/28/15 - 01/03/16 | CARSON 2/28 | |

| | |
|-------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Carson, B/R/US Presiden | 12/14/15 / 12/16/15 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-----------------------|-----------|-------------------|-----------------|-----------------------|-----------------------|-----------------|---------------|-------------------|-------------|---------------|-------------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| <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 | 13 | 12/28/15-01/03/16 | | Late Run News | 10:00 PM-10:30 PM | -----Su | :30 | | \$650.00 | 0.00 | NM | | |
| See MG 11.2 | | | | | | | | | | | | | |
| 2 | 13 | 01/03/16-01/03/16 | | Late Run News | 10:00 PM-10:30 PM | -----Su | :30 | | \$550.00 | 0.00 | NM | | |
| (M) MG for 11.1 01/03 | | | | | | | | | | | | | |
| N 12 | 13 | 01/02/16 | 01/02/16 | Sa 6a-8a | 6:00 AM-8:00 AM | | :30 | | | | NM | 4 | \$440.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | -----4- | | | | | 4 | \$110.00 | 0.00 | | | |
| N 13 | 13 | 01/02/16 | 01/02/16 | Sa 8a-10a | 8:00 AM-10:00 AM | | :30 | | | | NM | 4 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | -----4- | | | | | 4 | \$150.00 | 0.00 | | | |
| N 14 | 13 | 01/03/16 | 01/03/16 | Su 7a-8a | 7:00 AM-8:00 AM | | :30 | | | | NM | 2 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | -----2 | | | | | 2 | \$110.00 | 0.00 | | | |
| N 15 | 13 | 12/28/15 | 01/01/16 | M-F 10a-11a | 10:00 AM-11:00 AM | | :30 | | | | NM | 5 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | MTWTF-- | | | | | 5 | \$75.00 | 0.00 | | | |
| N 16 | 13 | 12/28/15 | 01/01/16 | M-F 11a-12p | 11:00 AM-12:00 PM | | :30 | | | | NM | 5 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | MTWTF-- | | | | | 5 | \$45.00 | 0.00 | | | |
| N 17 | 13 | 12/28/15 | 01/01/16 | M-F 3p-330p | 3:00 PM-3:30 PM | | :30 | | | | NM | 5 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | MTWTF-- | | | | | 5 | \$60.00 | 0.00 | | | |
| N 18 | 13 | 12/28/15 | 01/01/16 | M-F 630p-7p | 6:30 PM-7:00 PM | | :30 | | | | NM | 5 | \$4,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | MTWTF-- | | | | | 5 | \$810.00 | 0.00 | | | |
| N 19 | 13 | 01/02/16 | 01/02/16 | Sa 630p-7p | 6:30 PM-7:00 PM | | :30 | | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | -----1- | | | | | 1 | \$225.00 | 0.00 | | | |
| N 20 | 13 | 12/28/15 | 01/01/16 | Today In Iowa | 5:00 AM-5:30 AM | | :30 | | | | NM | 5 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | MTWTF-- | | | | | 5 | \$100.00 | 0.00 | | | |
| N 21 | 13 | 12/28/15 | 01/01/16 | Today In Iowa | 6:00 AM-7:00 AM | | :30 | | | | NM | 5 | \$1,625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | MTWTF-- | | | | | 5 | \$325.00 | 0.00 | | | |
| N 22 | 13 | 01/03/16 | 01/03/16 | NFL Reg Ssn Pre Gm | 6:00 PM-7:15 PM | | :30 | | | | NM | 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: 12/28/15 | | 01/03/16 | -----1 | | | | | 1 | \$750.00 | 0.00 | | | |
| N 23 | 13 | 01/03/16 | 01/03/16 | NFL Reg Ssn Late Gm | 7:15 PM-10:30 PM | | :30 | | | | NM | 2 | \$5,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | -----2 | | | | | 2 | \$2,750.00 | 0.00 | | | |
| D 24 | 13 | 12/31/15 | 12/31/15 | M-Su 4a-4a | 12:00 PM-3:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| N 25 | 13 | 12/31/15 | 12/31/15 | Thursday Prime Hour 3 | 9:00 PM-10:00 PM | | :30 | | | | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | ---2--- | | | | | 2 | \$400.00 | 0.00 | | | |
| N 26 | 13 | 12/31/15 | 12/31/15 | M-F 1035p-1135p | 10:30 PM-11:30 PM | | :30 | | | | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: 12/28/15 | | 01/03/16 | ---2--- | | | | | 2 | \$400.00 | 0.00 | | | |
| N 27 | 13 | 01/01/16 | 01/01/16 | Rose Parade | 10:00 AM-12:00 PM | | :30 | | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |

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

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| <u>Contract / Revision</u> | <u>Alt Order #</u> |
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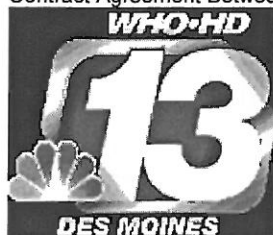
| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 12/28/15 - 01/03/16 | CARSON 2/28 | |

| | |
|-------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Carson, B/R/US Presiden | 12/14/15 / 12/16/15 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|---------------------------------------|-------------------|-------------------|------------------------|-----------------------|-----------------|---------------|-------------------|---------------------|---------------|-------------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | ----1-- | | | | 1 | \$350.00 | 0.00 | | | |
| N 28 | 13 | 12/28/15 | 01/01/16 | M-F 1035p-1135p | 10:35 PM-11:35 PM | | :30 | | | | NM | 5 | \$1,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 5 | \$275.00 | 0.00 | | | |
| N 29 | 13 | 12/28/15 | 01/01/16 | M-F 330p-4p | 3:30 PM-4:00 PM | | :30 | | | | NM | 5 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 5 | \$75.00 | 0.00 | | | |
| D 30 | 13 | 12/28/15 | 12/28/15 | Monday Prime Hour 2 | 7:00 PM-9:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| D 31 | 13 | 12/28/15 | 12/28/15 | Monday Prime Hour 3 | 9:00 PM-10:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| N 32 | 13 | 12/29/15 | 12/29/15 | Tuesday Prime Hour 1 | 7:00 PM-8:00 PM | | :30 | | | | NM | 6 | \$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: | | 12/28/15 | 01/03/16 | -2----- | | | | 2 | \$975.00 | 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 | 13 | 12/28/15-01/03/16 | Tuesday Prime Hour 1 | 7:00 PM-8:00 PM | -Tu----- | :30 | | \$975.00 | 0.00 | NM | | |
| | See MG 32.3,32.4 | | | | | | | | | | | | |
| | 2 | 13 | 12/28/15-01/03/16 | Tuesday Prime Hour 1 | 7:00 PM-8:00 PM | -Tu----- | :30 | | \$975.00 | 0.00 | NM | | |
| | See MG 32.3,32.4 | | | | | | | | | | | | |
| | 3 | 13 | 12/29/15-12/29/15 | Tuesday Prime Hour 1 | 7:00 PM-8:00 PM | -Tu----- | :30 | | \$900.00 | 0.00 | NM | | |
| | See MG 32.5,32.6,32.7,32.8,32.9,32.10 | | | | | | | | | | | | |
| | 4 | 13 | 12/29/15-12/29/15 | Tuesday Prime Hour 1 | 7:00 PM-8:00 PM | -Tu----- | :30 | | \$900.00 | 0.00 | NM | | |
| | See MG 32.5,32.6,32.7,32.8,32.9,32.10 | | | | | | | | | | | | |
| | 5 | 13 | 12/30/15-12/30/15 | Wednesday Prime Hour 3 | 9p-10p | ---W----- | :30 | | \$900.00 | 0.00 | NM | | |
| | MG for 32.4,32.3 | | | | | | | | | | | | |
| | 6 | 13 | 12/31/15-12/31/15 | Toast to 2015 | 7:00 PM-9:00 PM | ----Th----- | :30 | | \$625.00 | 0.00 | NM | | |
| | MG for 32.4,32.3 | | | | | | | | | | | | |
| | 7 | 13 | 01/02/16-01/02/16 | Saturday Prime | 7p-10p | -----Sa-- | :30 | | \$125.00 | 0.00 | NM | | |
| | MG for 32.4,32.3 | | | | | | | | | | | | |
| | 8 | 13 | 01/02/16-01/02/16 | Saturday Prime | 7p-10p | -----Sa-- | :30 | | \$125.00 | 0.00 | NM | | |
| | MG for 32.4,32.3 | | | | | | | | | | | | |
| | 9 | 13 | 12/28/15-12/31/15 | M-F 2p-3p | 2p-3p | MTuWTh----- | :30 | | \$20.00 | 0.00 | NM | | |
| | MG for 32.4,32.3 | | | | | | | | | | | | |
| | 10 | 13 | 01/02/16-01/02/16 | Sa 12a-1a | 12a-1a | -----Sa-- | :30 | | \$5.00 | 0.00 | NM | | |
| | MG for 32.4,32.3 | | | | | | | | | | | | |
| D 33 | 13 | 12/30/15 | 12/30/15 | Wednesday Prime Hour 1 | 7:00 PM-8:00 PM | | :30 | | | | NM | 0 | \$0.00 |
| N 34 | 13 | 01/01/16 | 01/01/16 | Friday Prime Hour 1 | 7:00 PM-8:00 PM | | :30 | | | | NM | 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: | | 12/28/15 | 01/03/16 | ----1-- | | | | 1 | \$400.00 | 0.00 | | | |
| N 35 | 13 | 01/02/16 | 01/02/16 | Sa 12a-1a | 12:05 AM-1:05 AM | | :30 | | | | NM | 1 | \$5.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | -----1- | | | | 1 | \$5.00 | 0.00 | | | |
| N 36 | 13 | 01/01/16 | 01/01/16 | NHL | Various | | :30 | | | | NM | 4 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | ----F-- | | | | 4 | \$75.00 | 0.00 | | | |
| N 37 | 13 | 12/29/15 | 12/29/15 | Tuesday Prime Hour 3 | 9p-10p | | :30 | | | | NM | 2 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | -T----- | | | | 2 | \$1,300.00 | 0.00 | | | |
| N 38 | 13 | 12/29/15 | 12/29/15 | Tuesday Prime Hour 2 | 8p-9p | | :30 | | | | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | -T----- | | | | 1 | \$650.00 | 0.00 | | | |
| N 39 | 13 | 12/30/15 | 12/30/15 | Wednesday Prime Hour 3 | 9p-10p | | :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> | | | |

(* 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.



WHO
1801 Grand Ave
Des Moines, IA 50309
(515) 242-3500

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 238046 / | 08052760 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 12/28/15 - 01/03/16 | CARSON 2/28 | |

| | |
|-------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Carson, B/R/US Presiden | 12/14/15 / 12/16/15 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---------------|----|-------------------|-----------------|------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 12/28/15 | 01/03/16 | --W---- | | | | 1 | \$900.00 | 0.00 | | | |
| N 40 | 13 | 12/30/15 | 12/30/15 | Wednesday Prime Hour 2 | 8p-9p | | :30 | | | | NM | 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: | | 12/28/15 | 01/03/16 | --W---- | | | | 1 | \$850.00 | 0.00 | | | |
| N 41 | 13 | 12/30/15 | 12/30/15 | Wednesday Prime Hour 1 | 7p-8p | | :30 | | | | NM | 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: | | 12/28/15 | 01/03/16 | --W---- | | | | 1 | \$850.00 | 0.00 | | | |
| N 42 | 13 | 12/28/15 | 01/01/16 | Today In Iowa | 5a-530a | | :30 | | | | NM | 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: | | 12/28/15 | 01/03/16 | MTWTF-- | | | | 1 | \$100.00 | 0.00 | | | |
| Totals | | | | | | | | | | 0.00 | | 127 | \$39,950.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 12/28/15 - 01/03/16 | 127 | \$39,950.00 | \$33,957.50 |
| Totals | 127 | \$39,950.00 | \$33,957.50 |

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.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, Direct Advantage

being/on behalf of: Carson America, Inc.

a legally qualified candidate of the Republican

political party for the office of: President

in the Primary

election to be held on: _____

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Carson America, Inc.

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:
Logan D. Delany, Jr.

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Carson America, Inc.

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

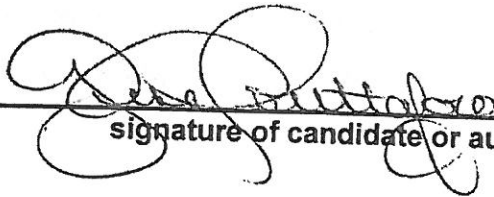
☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Gina Buttafoco, Direct Advantage

printed name

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.