



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

CONTRACT

<u>Contract / Revision</u> 710037 /		<u>Alt Order #</u> 09165460
<u>Product</u> KR FOR IA COMMITTEE		
<u>Contract Dates</u> 07/10/18 - 07/15/18		<u>Estimate #</u>
<u>Advertiser</u> Reynolds, K/R/Governor		<u>Original Date / Revision</u> 07/09/18 / 07/10/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHO	<u>Account Executive</u> Tim Scanlan	<u>Sales Office</u> NSO Los Angeles
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 15473	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> TARG/		<u>Advertiser Ref</u>

And:

Target Enterprises, LLC
15260 Ventura Blvd
Suite 1240
Sherman Oaks, CA 91403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	07/10/18	07/13/18	Today	7:00 AM-9:00 AM		:30				NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-TWTF--	8			\$450.00					
	<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>Type</u>		
	1	13	07/09/18-07/15/18	Today	7:00 AM-9:00 AM	-TuWThF----	:30		\$450.00		NM		
			See MG 1.9, 1.10										
	6	13	07/09/18-07/15/18	Today	7:00 AM-9:00 AM	-TuWThF----	:30		\$450.00		NM		
			See MG 1.9, 1.10										
	9	13	07/11/18-07/13/18	Today	7:00 AM-9:00 AM	---WThF----	:30		\$450.00		NM		
	Ⓜ		MG for 1.6, 1.1										
	10	13	07/11/18-07/13/18	Today	7:00 AM-9:00 AM	---WThF----	:30		\$450.00		NM		
	Ⓜ		MG for 1.6, 1.1										
N 2	13	07/10/18	07/13/18	Channel 13 News @ Noon	12:00 PM-12:30 PM		:30				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-TWTF--	4			\$175.00					
	<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>Type</u>		
	4	13	07/09/18-07/15/18	Channel 13 News @ Noon	12:00 PM-12:30 PM	-TuWThF----	:30		\$175.00		NM		
			See MG 2.5										
	5	13	07/11/18-07/13/18	Channel 13 News @ Noon	12:00 PM-12:30 PM	---WThF----	:30		\$175.00		NM		
	Ⓜ		MG for 2.4 07/10										
N 3	13	07/10/18	07/13/18	Channel 13 News @ Noon	12:30 PM-1:00 PM		:30				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-TWTF--	4			\$175.00					
	<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>Type</u>		
	1	13	07/09/18-07/15/18	Channel 13 News @ Noon	12:30 PM-1:00 PM	-TuWThF----	:30		\$175.00		NM		
			See MG 3.5										
	5	13	07/11/18-07/13/18	Channel 13 News @ Noon	12:30 PM-1:00 PM	---WThF----	:30		\$175.00		NM		
	Ⓜ		MG for 3.1 07/10										
N 4	13	07/10/18	07/13/18	M-F 3p-330p	3:00 PM-3:30 PM		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-TWTF--	4			\$200.00					
	<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>Type</u>		
	2	13	07/09/18-07/15/18	M-F 3p-330p	3:00 PM-3:30 PM	-TuWThF----	:30		\$200.00		NM		
			See MG 4.5										
	5	13	07/11/18-07/13/18	M-F 3p-330p	3:00 PM-3:30 PM	---WThF----	:30		\$200.00		NM		
	Ⓜ		MG for 4.2 07/10										

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

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<u>Advertiser</u> Reynolds, K/R/Governor		<u>Original Date / Revision</u> 07/09/18 / 07/10/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 5	13	07/10/18	07/13/18	M-F 330p-4p	3:30 PM-4:00 PM		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-TWTF--	4			\$250.00					
	<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>Type</u>		
	4	13	07/09/18-07/15/18	M-F 330p-4p	3:30 PM-4:00 PM	-TuWThF----	:30		\$250.00		NM		
			See MG 5.5										
	5	13	07/11/18-07/13/18	M-F 330p-4p	3:30 PM-4:00 PM	---WThF----	:30		\$250.00		NM		
			Ⓜ MG for 5.4 07/10										
N 6	13	07/10/18	07/13/18	Channel 13 News @ 4p	4:00 PM-4:30 PM		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-TWTF--	4			\$250.00					
	<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>Type</u>		
	1	13	07/09/18-07/15/18	Channel 13 News @ 4p	4:00 PM-4:30 PM	-TuWThF----	:30		\$250.00		NM		
			See MG 6.5										
	5	13	07/11/18-07/13/18	Channel 13 News @ 4p	4:00 PM-4:30 PM	---WThF----	:30		\$250.00		NM		
			Ⓜ MG for 6.1 07/10										
N 7	13	07/10/18	07/13/18	Channel 13 News @ 4p	4:30 PM-5:00 PM		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-TWTF--	4			\$250.00					
	<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>Type</u>		
	1	13	07/09/18-07/15/18	Channel 13 News @ 4p	4:30 PM-5:00 PM	-TuWThF----	:30		\$250.00		NM		
			See MG 7.5										
	5	13	07/11/18-07/13/18	Channel 13 News @ 4p	4:30 PM-5:00 PM	---WThF----	:30		\$250.00		NM		
			Ⓜ MG for 7.1 07/10										
N 8	13	07/10/18	07/13/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-TWTF--	4			\$500.00					
	<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>Type</u>		
	2	13	07/09/18-07/15/18	Channel 13 News @ 5p	5:00 PM-5:30 PM	-TuWThF----	:30		\$500.00		NM		
			See MG 8.5										
	5	13	07/11/18-07/13/18	Channel 13 News @ 5p	5:00 PM-5:30 PM	---WThF----	:30		\$500.00		NM		
			Ⓜ MG for 8.2 07/10										
N 9	13	07/10/18	07/13/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-TWTF--	4			\$800.00					
	<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>Type</u>		
	1	13	07/09/18-07/15/18	Channel 13 News @ 6p	6:00 PM-6:30 PM	-TuWThF----	:30		\$800.00		NM		
			See MG 9.5										
	5	13	07/09/18-07/15/18	Channel 13 News @ 6p	6:00 PM-6:30 PM	---WThF----	:30		\$800.00		NM		
			Ⓜ MG for 9.1 07/10										
N 10	13	07/10/18	07/13/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-TWTF--	4			\$1,500.00					
	<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>Type</u>		
	2	13	07/09/18-07/15/18	M-F 630p-7p	6:30 PM-7:00 PM	-TuWThF----	:30		\$1,500.00		NM		
			See MG 10.5										
	5	13	07/11/18-07/15/18	M-F 630p-7p	6:30 PM-7:00 PM	---WThF----	:30		\$1,500.00		NM		
			Ⓜ MG for 10.2 07/10										
N 11	13	07/10/18	07/10/18	Tuesday Prime 2 HR	7:00 PM-9:00 PM		:30				NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/09/18	07/15/18	-1-----	1			\$2,750.00					

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07/10/18 - 07/15/18	KR FOR IA COMMITTEE	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Reynolds, K/R/Governor	07/09/18 / 07/10/18

*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>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>Type</u>			
	13	07/09/18-07/15/18		Tuesday Prime 2 HR	7:00 PM-9:00 PM	-Tu-----	:30		\$2,750.00		NM		
See MG 11.2													
	2 13	07/11/18-07/11/18		Wednesday Prime 2 HR	Various	---W-----	:30		\$2,750.00		NM		
Ⓜ MG for 11.1 07/10													
N 12	13	07/14/18	07/14/18	Channel 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/09/18	07/15/18	-----1-				1	\$350.00				
N 13	13	07/14/18	07/14/18	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/09/18	07/15/18	-----1-				1	\$650.00				
N 14	13	07/14/18	07/14/18	Sa 10p-1030p	10:00 PM-10:35 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/09/18	07/15/18	-----1-				1	\$800.00				
N 15	13	07/15/18	07/15/18	Channel 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/09/18	07/15/18	-----1				1	\$350.00				
Totals								0.00				49	\$24,900.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 - 07/15/18	49	\$24,900.00	(\$3,735.00)	\$21,165.00
Totals	49	\$24,900.00	(\$3,735.00)	\$21,165.00

Signature: _____ **Date:** _____

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