



KPLR-TV
 2250 Ball Dr
 St Louis, MO 63146
 (314) 213-2222

CONTRACT

<u>Contract / Revision</u> 400648 /		<u>Alt Order #</u>
<u>Product</u> Baker Est #2885		
<u>Contract Dates</u> 10/26/16 - 10/27/16		<u>Estimate #</u> Est #2885
<u>Advertiser</u> Baker/D/St Treasurer/MO		<u>Original Date / Revision</u> 10/25/16 / 10/25/16
<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> National KPLR/KPLR	<u>Sales Office</u> National House
<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>

And:

Screen Strategies Media
 11150 Fairfax Blvd
 Suite 505
 Fairfax, VA 22030

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	10/26/16	10/26/16	M-F 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--W----				1	\$450.00	0.00			
N 2	11	10/26/16	10/26/16	M-F 7p-8p	7:30 PM-8:00 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--W----				1	\$450.00	0.00			
D 3	11	10/27/16	10/27/16	M-F 7p-8p	7:30 PM-8:00 PM		:30				NM	0	\$0.00
N 4	11	10/26/16	10/26/16	M-F 10p-1030p	10p-1030p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--W----				1	\$450.00	0.00			
Totals										0.00		3	\$1,350.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/26/16	3	\$1,350.00	\$1,147.50
Totals	3	\$1,350.00	\$1,147.50

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.

SCREEN
STRATEGIES
MEDIA

COPY Buy Detail Report

X Reel

4BDB64B

Revision #: Date: 10/24/2015

Client: Baker for State Treasurer

Estimate: 2885

Vendor: KPLR-TV

Send Billing To: Screen Strategies Media

Media: TV

Description: Baker for State Treasurer 10/26/2016 TV

2250 Ball Drive

11150 Fairfax Blvd

Suite 505

Fairfax, VA 22030

Phone: 703-272-7300

Product: General

Flight Start Date: 10/26/2016 05:00 AM

St. Louis, MO 63146

Fairfax, VA 22030

Phone: 703-272-7300

Market: St. Louis-St. Louis

Flight End Date: 10/26/2016 12:00 AM

Survey: Nov15 DMA Nielsen Live+3

Buyer: Rachael Jones

Phone: 314-447-1111

Fax: N/A

Affiliation: CW

Daypart Program	Daypart Code	STN Gross	Days Dur	Wed 10/26	Total Spots
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KPLR-TV					
MTuWThF 7:00p-7:30p	EN	\$450.00	30	1	1
KPLR 7p News					
Sold Out: Lowest Rate to Clear Per KPLR					
MTuWThF 7:30p-8:00p	EN	\$450.00	30	1	1
KPLR 7:30p News					
Sold Out: Lowest Rate to Clear Per KPLR					
MTuWThF 10:00p-10:30p	LF	\$450.00	30	1	1
Two & Half Men					
Sold Out: Lowest Rate to Clear Per KPLR					
Total Cost:		\$1,350.00			
Total Spots:			3		3
					3

Signature: _____