

# CONTRACT



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

**COPY**

And:

**Waterfront Strategies**  
 3050 K Street NW  
 Suite 100  
 Washington, DC 20007

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>398821 /       |  | <u>Alt Order #</u><br>08421805                         |
| <u>Product</u><br>MAJORITY FORWARD           |  |  |
| <u>Contract Dates</u><br>10/31/16 - 11/07/16 |  | <u>Estimate #</u><br>5752                              |
| <u>Advertiser</u><br>Majority Forward        |  | <u>Original Date / Revision</u><br>10/20/16 / 10/20/16 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>KPLR-TV                    | <u>Account Executive</u><br>Teresa DiFuria | <u>Sales Office</u><br>NSO Philadelph                  |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 35+             |  |  |
| <u>IDB#</u><br>14573                         | <u>Advertiser Code</u><br>302              | <u>Product Code</u><br>322                             |
| <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   | 11 | 11/01/16          | 11/07/16        | M-F 1p-2p       | 1:00 PM-2:00 PM   |      | :30    |                   |             |               | NM   | 5     | \$750.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 5                 | \$150.00    | 0.00          |      |       |            |
| N 2   | 11 | 11/01/16          | 11/07/16        | M-F 10p-1030p   | 10:00 PM-10:30 PM |      | :30    |                   |             |               | NM   | 5     | \$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: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 5                 | \$350.00    | 0.00          |      |       |            |
| N 3   | 11 | 11/01/16          | 11/07/16        | M-F 10a-11a     | 10:00 AM-11:00 AM |      | :30    |                   |             |               | NM   | 3     | \$300.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 3                 | \$100.00    | 0.00          |      |       |            |
| N 4   | 11 | 11/01/16          | 11/07/16        | M-F 1030p-11p   | 10:30 PM-11:00 PM |      | :30    |                   |             |               | NM   | 5     | \$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: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 5                 | \$350.00    | 0.00          |      |       |            |
| N 5   | 11 | 11/01/16          | 11/07/16        | M-F 11p-1130p   | 11:00 PM-11:30 PM |      | :30    |                   |             |               | NM   | 5     | \$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: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 5                 | \$350.00    | 0.00          |      |       |            |
| N 6   | 11 | 11/01/16          | 11/07/16        | News 11 @ Noon  | 12:30 PM-1:00 PM  |      | :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: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 5                 | \$100.00    | 0.00          |      |       |            |
| N 7   | 11 | 11/01/16          | 11/07/16        | News 11 @ Noon  | 12:00 PM-12:30 PM |      | :30    |                   |             |               | NM   | 3     | \$300.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 3                 | \$100.00    | 0.00          |      |       |            |
| N 8   | 11 | 11/01/16          | 11/07/16        | 7a News Spon    | 7:00 AM-7:05 AM   |      | :30    |                   |             |               | NM   | 3     | \$450.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 3                 | \$150.00    | 0.00          |      |       |            |
| N 9   | 11 | 11/01/16          | 11/07/16        | M-F 7p-8p       | 7:00 PM-7:30 PM   |      | :30    |                   |             |               | NM   | 5     | \$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: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 5                 | \$350.00    | 0.00          |      |       |            |
| N 10  | 11 | 11/01/16          | 11/07/16        | 7a News Spon    | 7:30 AM-7:35 AM   |      | :30    |                   |             |               | NM   | 3     | \$450.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 3                 | \$150.00    | 0.00          |      |       |            |
| N 11  | 11 | 11/01/16          | 11/07/16        | M-F 7p-8p       | 7:30 PM-8:00 PM   |      | :30    |                   |             |               | NM   | 5     | \$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: |    | 11/01/16          | 11/07/16        | MTWTF--         |                   |      |        | 5                 | \$350.00    | 0.00          |      |       |            |
| N 12  | 11 | 11/01/16          | 11/07/16        | M-F 8a-9a       | 8:00 AM-9:00 AM   |      | :30    |                   |             |               | NM   | 3     | \$300.00   |

(\* 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.



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

|  |                                |
|--|--------------------------------|
| <u>Contract / Revision</u><br>398821 / | <u>Alt Order #</u><br>08421805 |
|--|--------------------------------|

|  |                                    |                           |
|--|------------------------------------|---------------------------|
| <u>Contract Dates</u><br>10/31/16 - 11/07/16 | <u>Product</u><br>MAJORITY FORWARD | <u>Estimate #</u><br>5752 |
|--|------------------------------------|---------------------------|

|                                       |  |
|---------------------------------------|--|
| <u>Advertiser</u><br>Majority Forward | <u>Original Date / Revision</u><br>10/20/16 / 10/20/16 |
|---------------------------------------|--|

| *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:         |    | 11/01/16          | 11/07/16        | MTWTF--                 |                   |      |        | 3                 | \$100.00    | 0.00          |      |       |             |
| N 13          | 11 | 11/05/16          | 11/05/16        | Sa 4p-430p              | 4:00 PM-4:30 PM   |      | :30    |                   |             |               | NM   | 1     | \$225.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1-                 |                   |      |        | 1                 | \$225.00    | 0.00          |      |       |             |
| N 14          | 11 | 11/05/16          | 11/05/16        | Sa 430p-5p              | 4:30 PM-5:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$225.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1-                 |                   |      |        | 1                 | \$225.00    | 0.00          |      |       |             |
| N 15          | 11 | 11/05/16          | 11/05/16        | Sa Non-Net Prime Hour 1 | 7:00 PM-7:30 PM   |      | :30    |                   |             |               | NM   | 1     | \$250.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1-                 |                   |      |        | 1                 | \$250.00    | 0.00          |      |       |             |
| N 16          | 11 | 11/05/16          | 11/05/16        | Sa Non-Net Prime Hour 1 | 8:00 PM-9:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$200.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1-                 |                   |      |        | 1                 | \$200.00    | 0.00          |      |       |             |
| N 17          | 11 | 11/05/16          | 11/05/16        | Sa Non-Net Prime Hour 2 | 9:00 PM-10:00 PM  |      | :30    |                   |             |               | NM   | 1     | \$225.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1-                 |                   |      |        | 1                 | \$225.00    | 0.00          |      |       |             |
| N 18          | 11 | 11/06/16          | 11/06/16        | Su 10p-1030p            | 10:00 PM-10:30 PM |      | :30    |                   |             |               | NM   | 1     | \$300.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1                  |                   |      |        | 1                 | \$300.00    | 0.00          |      |       |             |
| N 19          | 11 | 11/06/16          | 11/06/16        | Su 1030p-11p            | 10:30 PM-11:00 PM |      | :30    |                   |             |               | NM   | 1     | \$300.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1                  |                   |      |        | 1                 | \$300.00    | 0.00          |      |       |             |
| N 20          | 11 | 11/06/16          | 11/06/16        | Su 530p-6p              | 5:30 PM-6:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$350.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1                  |                   |      |        | 1                 | \$350.00    | 0.00          |      |       |             |
| N 21          | 11 | 11/06/16          | 11/06/16        | Su 7p-8p                | 7:00 PM-7:30 PM   |      | :30    |                   |             |               | NM   | 1     | \$300.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1                  |                   |      |        | 1                 | \$300.00    | 0.00          |      |       |             |
| N 22          | 11 | 11/06/16          | 11/06/16        | Su Non-Net Prime Hour 1 | 8:00 PM-9:00 PM   |      | :30    |                   |             |               | NM   | 1     | \$175.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1                  |                   |      |        | 1                 | \$175.00    | 0.00          |      |       |             |
| N 23          | 11 | 11/06/16          | 11/06/16        | Su Non-Net Prime Hour 2 | 9:00 PM-10:00 PM  |      | :30    |                   |             |               | NM   | 1     | \$175.00    |
| Week:         |    | 10/31/16          | 11/06/16        | -----1                  |                   |      |        | 1                 | \$175.00    | 0.00          |      |       |             |
| D 24          | 11 | 11/02/16          | 11/02/16        | Wednesday Prime Hour 1  | 8:00 PM-9:00 PM   |      | :30    |                   |             |               | NM   | 0     | \$0.00      |
| N 25          | 11 | 10/31/16          | 10/31/16        | Monday Prime Hour 2     | 9p-10p            |      | :30    |                   |             |               | NM   | 1     | \$1,000.00  |
| Week:         |    | 10/31/16          | 11/06/16        | M-----                  |                   |      |        | 1                 | \$1,000.00  | 0.00          |      |       |             |
| <b>Totals</b> |    |                   |                 |                         |                   |      |        |                   |             | 0.00          |      | 62    | \$15,525.00 |

| Time Period         | # of Spots | Gross Amount | Net Amount  |
|---------------------|------------|--------------|-------------|
| 10/31/16 - 11/07/16 | 62         | \$15,525.00  | \$13,196.25 |
| <b>Totals</b>       | 62         | \$15,525.00  | \$13,196.25 |

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.

TELEREP, INC..  
 KPLR-TV ST. LOUIS  
 \*\*\* ORIGINAL REV#0 \*\*\*

CONTRACT WORKSHEET  
 8421805

HARRIS SL104 PAGE 1  
 RUN ON OCT20/16 AT 12:41  
 FROM STATION

BRAD PERSEKE  
 WATERFRONT STRATEGIES  
 3050 K STREET NW - SUITE 100  
 WASHINGTON, DC 20007

ISS/MAJORITY FORWARD  
 MAJORITY FORWARD  
 NOV1/16 - NOV7/16 1WKS  
 TERESA DIFURIA  
 TYPE O  
 CTG POLT  
 EST 5752

REP: NEW ORDER FOR MAJORITY FORWARD

TOTAL 15525  
 PLS CFM THANKS  
 ALLIE

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 MAJORITY FORWARD

**COPY**

| MOD & LINE#   | DAYS   | TIME        | LEN | EFFECTIVE DATES | SEC CD | PER WK | RATE/SPOT | TOTAL SPOTS | FLIGHT TOTAL |
|---|--------|-------------|-----|-----------------|--------|--------|-----------|-------------|--------------|
| 1   | TU-F,M | 100P-200P   | 30  | NOV01-NOV7      |        | 5      | \$150.00  | 5           | \$750.00     |
| AGENCY ADVERTISER CODE = 302<br>AGENCY PRODUCT CODE = 322<br>AGENCY EST# = 5752 |        |             |     |                 |        |        |           |             |              |
| PROGRAM : STEVE WILKOS<br>CON COM1 : STEVE WILKOS                               |        |             |     |                 |        |        |           |             |              |
| 2   | TU-F,M | 1000P-1030P | 30  | NOV01-NOV7      |        | 5      | \$350.00  | 5           | \$1,750.00   |
| PROGRAM : TWO AND A HALF MEN<br>CON COM1 : TWO AND A HALF MEN                   |        |             |     |                 |        |        |           |             |              |
| 3   | TU-F,M | 1000A-1100A | 30  | NOV01-NOV7      |        | 3      | \$100.00  | 3           | \$300.00     |
| PROGRAM : WENDY WILLIAMS<br>CON COM1 : WENDY WILLIAMS                           |        |             |     |                 |        |        |           |             |              |
| 4   | TU-F,M | 1030P-1100P | 30  | NOV01-NOV7      |        | 5      | \$350.00  | 5           | \$1,750.00   |
| PROGRAM : TWO AND A HALF MEN<br>CON COM1 : TWO AND A HALF MEN                   |        |             |     |                 |        |        |           |             |              |
| 5   | TU-F,M | 1100P-1130P | 30  | NOV01-NOV7      |        | 5      | \$350.00  | 5           | \$1,750.00   |
| PROGRAM : KING OF QUEENS<br>CON COM1 : KING OF QUEENS                           |        |             |     |                 |        |        |           |             |              |
| 6   | TU-F,M | 1230P-100P  | 30  | NOV01-NOV7      |        | 5      | \$100.00  | 5           | \$500.00     |
| PROGRAM : KPLR 11 NEWS @ 1230P<br>CON COM1 : KPLR 11 NEWS @ 1230P               |        |             |     |                 |        |        |           |             |              |

TELEREP, INC.  
 KPLR-TV ST. LOUIS  
 \*\*\* ORIGINAL REV#0 \*\*\*

CONTRACT WORKSHEET  
 8421805

HARRIS SL104 PAGE 4  
 RUN ON OCT20/16 AT 12:41  
 FROM STATION

| MOD & LINE#         | DAYS       | TIME   | LEN              | EFFECTIVE DATES | SEC CD | PER WK | RATE/SPOT  | TOTAL SPOTS | FLIGHT TOTAL | Z-COMMENTS |
|---------------------|------------|--------|------------------|-----------------|--------|--------|------------|-------------|--------------|------------|
| P-CLASS, PLAN, SECT | Q-PAID PGM | R-RATE | S-SPOTS PER WEEK | T-TIME          | X-LATE | Y-DAYS | Z-COMMENTS | *-MULTIPLE  |              |            |