

## 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> 398821 /		<u>Alt Order #</u> 08421805
<u>Product</u> MAJORITY FORWARD		
<u>Contract Dates</u> 10/31/16 - 11/07/16		<u>Estimate #</u> 5752
<u>Advertiser</u> Majority Forward		<u>Original Date / Revision</u> 10/20/16 / 10/20/16
<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> Teresa DiFuria	<u>Sales Office</u> NSO Philadelphia
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 14573	<u>Advertiser Code</u> 302	<u>Product Code</u> 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>	<u>Alt Order #</u>
398821 /	08421805

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

<u>Advertiser</u>	<u>Original Date / Revision</u>
Majority Forward	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
		<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	\$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
		<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	\$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
		<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	\$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
		<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	\$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
		<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	\$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
		<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	\$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
		<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	\$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
		<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	\$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
		<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	\$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
		<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	\$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
		<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	\$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
		<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	M-----				1	\$1,000.00	0.00			
Totals										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: \_\_\_\_\_**

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

ISS/MAJORITY FORWARD	TYPE O
MAJORITY FORWARD	CTG POLT
NOV1/16 - NOV7/16	1WKS
TERESA DIFURIA	EST 57522

NEW ORDER FOR MAJORITY FORWARD  
TOTAL 15525  
PLS CFM THANKS  
ALLIE

## MAJORITY FORWARD

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
AGENCY ADVERTISER CODE = 302      AGENCY EST# = 5752 AGENCY PRODUCT CODE = 322									
1	TU-F,M	100P-200P	30	NOV01-NOV7		5	\$150.00	5	\$750.00
PROGRAM : STEVE WILKOS 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 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 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 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 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 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		