

CONTRACT



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

<u>Contract / Revision</u> 289476 /		<u>Alt Order #</u> 08161652
<u>Product</u> DONALD TRUMP		
<u>Contract Dates</u> 03/10/16 - 03/15/16		<u>Estimate #</u> 550
<u>Advertiser</u> Trump, D/R/US President		<u>Original Date / Revision</u> 03/10/16 / 03/10/16
<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 Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 12521	<u>Advertiser Code</u> 32	<u>Product Code</u> 37
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Services, Inc.
 1911 North Ft Myer Dr
 Suite 400
 Arlington, VA 22209

Pl # 98293 3/10/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	03/11/16	03/11/16	7a News Spon	7:00 AM-7:30 AM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/07/16	03/13/16	----1--				1	\$50.00	0.00			
N 2	11	03/11/16	03/11/16	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:		03/07/16	03/13/16	----1--				1	\$450.00	0.00			
N 3	11	03/11/16	03/11/16	7a News Spon	7:30 AM-8:00 AM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/07/16	03/13/16	----1--				1	\$50.00	0.00			
N 4	11	03/11/16	03/11/16	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:		03/07/16	03/13/16	----1--				1	\$450.00	0.00			
N 5	11	03/11/16	03/11/16	8a News Spon	8:30 AM-9:00 AM		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/07/16	03/13/16	----1--				1	\$65.00	0.00			
N 6	11	03/14/16	03/14/16	10p Weather Spon	10p-1030p		:30				NM	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:		03/14/16	03/20/16	1-----				1	\$375.00	0.00			
N 7	11	03/14/16	03/14/16	7a News Spon	7:00 AM-7:30 AM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/14/16	03/20/16	1-----				1	\$50.00	0.00			
N 8	11	03/14/16	03/14/16	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:		03/14/16	03/20/16	1-----				1	\$450.00	0.00			
N 9	11	03/14/16	03/14/16	7a News Spon	7:30 AM-8:00 AM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/14/16	03/20/16	1-----				1	\$50.00	0.00			
N 10	11	03/14/16	03/14/16	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:		03/14/16	03/20/16	1-----				1	\$450.00	0.00			
N 11	11	03/14/16	03/14/16	8a News Spon	8:00 AM-8:30 AM		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/14/16	03/20/16	1-----				1	\$65.00	0.00			
N 12	11	03/13/16	03/13/16	Su 7p-8p	7:00 PM-7:30 PM		:30				NM	1	\$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> 289476 /	<u>Alt Order #</u> 08161652
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<u>Contract Dates</u> 03/10/16 - 03/15/16	<u>Product</u> DONALD TRUMP	<u>Estimate #</u> 550
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<u>Advertiser</u> Trump, D/R/US President	<u>Original Date / Revision</u> 03/10/16 / 03/10/16
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*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:		03/07/16	03/13/16	-----1				1	\$300.00	0.00				
N 13	11	03/10/16	03/10/16	10p Weather Spon	10p-1030p		:30				NM	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:		03/07/16	03/13/16	---1---				1	\$375.00	0.00				
N 14	11	03/15/16	03/15/16	7a News Spon	7:30 AM-8:00 AM		:30				NM	1	\$50.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		03/14/16	03/20/16	-1-----				1	\$50.00	0.00				
Totals										0.00		14	\$3,230.00	

Time Period	# of Spots	Gross Amount	Net Amount
02/29/16 -03/15/16	14	\$3,230.00	\$2,745.50
Totals	14	\$3,230.00	\$2,745.50

Signature: _____ **Date:** _____

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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
 8161652

HARRIS SL104 PAGE 1
 RUN ON MARIO/16 AT 13:34
 FROM STATION

BEN RHEAULT
 STRATEGIC MEDIA SERVICES
 1911 NORTH FT. MYER DRIVE #400
 ARLINGTON, VA 22209

POLI/D TRUMP/R/PRE/US
 DONALD TRUMP
 MARIO/16- MARI5/16 1WKS
 TERESA DIFURIA
 TYPE O
 CTG POLC
 EST 550

REP: NEW ORDER FOR TRUMP
 TOTAL: \$3,230
 PLEASE CONFIRM THANKS
 SHAWN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FOR ELECTRONIC INVOICING
 TV INVOICES - IDB# 9912521
 DONALD TRUMP FOR PRESIDENT

Copy

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
1	FRI	700A-730A	30	MAR11		1	\$50.00	1	\$50.00
AGENCY ADVERTISER CODE = 32 AGENCY EST# = 550 AGENCY PRODUCT CODE = 37 PROGRAM : HEADLINE NEWS UPDATES @ 7AM ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: HEADLINE NEWS UPDATES @ 7AM									
2	FRI	700P-730P	30	MAR11		1	\$450.00	1	\$450.00
PROGRAM : KPLR NEWS @ 7PM ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: KPLR NEWS @ 7PM									
3	FRI	730A-800A	30	MAR11		1	\$50.00	1	\$50.00
PROGRAM : HEADLINE NEWS UPDATES @ 730AM ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: HEADLINE NEWS UPDATES @ 730AM									
4	FRI	730P-800P	30	MAR11		1	\$450.00	1	\$450.00
PROGRAM : KPLR NEWS @ 730PM ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: KPLR NEWS @ 730PM									

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

CONTRACT WORKSHEET
 8161652

HARRIS SL104 PAGE 2
 RUN ON MARI0/16 AT 13:34
 FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
5	FRI	830A-900A	30	MAR11		1	\$65.00	1	\$65.00
PROGRAM : HEADLINE NEWS UPDATES @ 830AM ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : HEADLINE NEWS UPDATES @ 830AM									
6	MON	1000P-1030P	30	MAR14		1	\$375.00	1	\$375.00
PROGRAM : KPLR FAST CAST @ 10PM ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : KPLR FAST CAST @ 10PM									
7	MON	700A-730A	30	MAR14		1	\$50.00	1	\$50.00
PROGRAM : HEADLINE NEWS UPDATES @ 7AM ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : HEADLINE NEWS UPDATES @ 7AM									
8	MON	700P-730P	30	MAR14		1	\$450.00	1	\$450.00
PROGRAM : KPLR NEWS @ 7PM ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : KPLR NEWS @ 7PM									
9	MON	730A-800A	30	MAR14		1	\$50.00	1	\$50.00
PROGRAM : HEADLINE NEWS UPDATES @ 730AM ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : HEADLINE NEWS UPDATES @ 730AM									
10	MON	730P-800P	30	MAR14		1	\$450.00	1	\$450.00
PROGRAM : KPLR NEWS @ 730PM ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : KPLR NEWS @ 730PM									
11	MON	800A-830A	30	MAR14		1	\$65.00	1	\$65.00
PROGRAM : HEADLINE NEWS UPDATES @ 8AM ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : HEADLINE NEWS UPDATES @ 8AM									
12	SAT	700P-730P	30	MAR12		0	\$150.00	0	\$.00
PROGRAM : KPLR NEWS @ 7PM SATURDAY ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : KPLR NEWS @ 7PM SATURDAY									

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

CONTRACT WORKSHEET
 8161652

HARRIS SL104 PAGE 3
 RUN ON MAR10/16 AT 13:34
 FROM STATION

MOD & LINE#	DAYS	TIME	LEN	EFFECTIVE DATES	SEC CD	PER WK	RATE/SPOT	TOTAL SPOTS	FLIGHT TOTAL
13 SAT		730P-800P	30	MAR12		0	\$150.00	0	\$.00
PROGRAM : KPLR NEWS @ 730PM SATURDAY ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: KPLR NEWS @ 730PM SATURDAY									
14 SUN		700P-730P	30	MAR13		1	\$300.00	1	\$300.00
PROGRAM : KPLR NEWS @ 7PM SUNDAY ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: KPLR NEWS @ 7PM SUNDAY									
15 SUN		730P-800P	30	MAR13		0	\$300.00	0	\$.00
PROGRAM : KPLR NEWS @ 730PM SUNDAY ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: KPLR NEWS @ 730PM SUNDAY									
16 THU		1000P-1030P	30	MAR10		1	\$375.00	1	\$375.00
PROGRAM : KPLR FAST CAST @ 10PM ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: KPLR FAST CAST @ 10PM									
17 TUE		730A-800A	30	MAR15		1	\$50.00	1	\$50.00
PROGRAM : HEADLINE NEWS UPDATES @ 730AM ORD COM1: ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: HEADLINE NEWS UPDATES @ 730AM									
MAR/16 \$3,230.00									
CONTRACT TOTAL \$3,230.00									
TOTAL SPOTS 14									

MARKET TOTALS \$40,375 KPLR 8% KDNL 4% KMOV 29% KSDK 30% KTVI 29% WPXS 0% WRBU 0% CABL 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE