

CONTRACT



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

And:

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

Pl 2# 98293 3/10/16

| | | |
|--|--|--|
| <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> |

| *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> | <u>Alt Order #</u> |
| 289476 / | 08161652 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 03/10/16 - 03/15/16 | DONALD TRUMP | 550 |

| | |
|-------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Trump, D/R/US President | 03/10/16 / 03/10/16 |

| *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: | | 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:** _____

(* 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.

CONTRACT WORKSHEET

8161652

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

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

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# 99125211
DONALD TRUMP FOR PRESIDENT

| MOD & LINE# | DAYS | TIME | LEN | EFFECTIVE DATES | SEC CD | PER WK | RATE/SPOT | TOTAL SPOTS | FLIGHT TOTAL |
|--|------|-----------|-----|-------------------|--------|--------|-----------|-------------|--------------|
| AGENCY ADVERTISER CODE = 32 | | | | AGENCY EST# = 550 | | | | | |
| AGENCY PRODUCT CODE = 37 | | | | | | | | | |
| 1 | FRI | 700A-730A | 30 | MAR11 | | 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 | | | | | | | | | |
| 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 | | | | | | | | | |

HARRIS SL104 PAGE 2
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 |
|---|------|-------------|-----|-----------------|--------|--------|-----------|-------------|--------------|
| 5 | FRI | 830A-900A | 30 | MAR11 | | 1 | \$65.00 | 1 | \$65.00 |
| PROGRAM : HEADLINE NEWS UPDATES @ 830AM | | | | | | | | | |
| ORD COM1: ELEMENT AT POSTION 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 POSTION 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 POSTION 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 POSTION 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 POSTION 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 POSTION 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 POSTION 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 POSTION 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