

CONTRACT



KFOR-TV
444 E Britton Rd
Oklahoma City, OK 73114
(405) 424-4444

And:

Linkstrategies
321 E Walnut
Suite 321
Des Moines, IA 50309

Contract / Revision 754236 / 1		Alt Order # 09279553
Product YES ON 793 OPTICAL SALES		
Contract Dates 10/22/18 - 11/04/18		Estimate #
Advertiser Walmart		Original Date / Revision 10/30/18 / 10/30/18
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KFOR-TV	Account Executive Ken Moody	Sales Office NSO New York
Special Handling Duplicate Invoice Copy		
Demographic Adults 35+		
		Total Ratings 5.70
Agy Code	Advertiser Code	Product 1/2
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 3	4	10/23/18	10/26/18	M-F 5a-530a	5:00 AM-5:30 AM		:30				NM	0	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/18	10/28/18	-TWTF--	1		0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	4	10/22/18-10/28/18	M-F 5a-530a	5:00 AM-5:30 AM	-TuWThF----	:30			0.00	NM		
	See MG 8.3,8.4,8.5,8.6												
E 4	4	10/23/18	10/26/18	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	0	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/18	10/28/18	-TWTF--	1		0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	4	10/22/18-10/28/18	M-F 530a-6a	5:30 AM-6:00 AM	-TuWThF----	:30			0.00	NM		
	See MG 8.3,8.4,8.5,8.6												
E 5	4	10/23/18	10/26/18	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/18	10/28/18	-TWTF--	1		0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	4	10/22/18-10/28/18	M-F 6a-7a	6:00 AM-7:00 AM	-TuWThF----	:30			0.00	NM		
	See MG 5.2												
	2	4	10/25/18-10/26/18	M-F 6a-7a	6:00 AM-7:00 AM	----ThF----	:30			0.00	NM		
	Ⓜ MG for 5.1 10/23												
N 6	4	10/27/18	11/03/18	Sa 8a-9a	8:00 AM-9:00 AM		:30				NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/18	10/28/18	-----1-	1		0.00						
Week:		10/29/18	11/04/18	-----1-	1		0.00						
N 7	4	10/28/18	11/04/18	Su 8a-930a	8:00 AM-9:30 AM		:30				NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/18	10/28/18	-----2	2		0.00						
Week:		10/29/18	11/04/18	-----S	1		0.00						
E 8	4	10/23/18	10/26/18	M-F 12p-1p	12p-1p		:30				NM	5	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/18	10/28/18	-TWTF--	2		0.00						

(* 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.



KFOR-TV
444 E Britton Rd
Oklahoma City, OK 73114
(405) 424-4444

<u>Contract / Revision</u> 754236 / 1		<u>Alt Order #</u> 09279553
<u>Contract Dates</u> 10/22/18 - 11/04/18	<u>Product</u> YES ON 793 OPTICAL	<u>Estimate #</u>
<u>Advertiser</u> Walmart	<u>Original Date / Revision</u> 10/30/18 / 10/30/18	

*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>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	4	10/22/18-10/28/18		M-F 12p-1p	12p-1p	-TuWThF----	:30			0.00	NM		
See MG 8.3,8.4,8.5,8.6													
3	4	10/25/18-10/26/18		M-F 12p-1p	12p-1p	----ThF----	:30			0.00	NM		
Ⓜ MG for 10.1,4.1,8.1,3.1													
4	4	10/25/18-10/26/18		M-F 5a-530a	5:00 AM-5:30 AM	----ThF----	:30			0.00	NM		
Ⓜ MG for 10.1,4.1,8.1,3.1													
5	4	10/25/18-10/26/18		M-F 5p-530p	5:00 PM-5:30 PM	----ThF----	:30			0.00	NM		
Ⓜ MG for 10.1,4.1,8.1,3.1													
6	4	10/25/18-10/26/18		M-F 530a-6a	5:30 AM-6:00 AM	----ThF----	:30			0.00	NM		
Ⓜ MG for 10.1,4.1,8.1,3.1													
E 10	4	10/23/18	10/26/18	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/18	10/28/18	-TWTF--				2		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	4	10/22/18-10/28/18		M-F 5p-530p	5:00 PM-5:30 PM	-TuWThF----	:30			0.00	NM		
See MG 8.3,8.4,8.5,8.6													
N 15	4	10/27/18	11/03/18	Sa 10p-1035p	10:00 PM-10:30 PM		:30				NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/18	10/28/18	-----2-				2		0.00			
Week:		10/29/18	11/04/18	-----S-				1		0.00			
E 16	4	10/28/18	10/28/18	Late Run News			:30				NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/18	10/28/18	-----2				2		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	4	10/22/18-10/28/18		Late Run News		-----Su	:30			0.00	NM		
See MG 16.3													
3	4	10/22/18-10/28/18		Late Run News		-----Su	:30			0.00	NM		
Ⓜ MG for 16.1 10/28													
N 17	4	10/31/18	11/02/18	M-F 10a-11a	10a-11a		:30				NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	--WTF--				1		1.90			
N 18	4	10/31/18	11/02/18	M-F 9a-10a	9a-10a		:30				NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	--WTF--				2		1.90			
N 19	4	10/31/18	11/02/18	M-F 1p-2p	1p-2p		:30				NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	--WTF--				1		0.00			
N 20	4	10/31/18	11/02/18	M-F 2p-3p	2p-3p		:30				NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	--WTF--				2		0.00			
N 21	4	10/31/18	11/02/18	M-F 4a-430a	4:00 AM-4:30 AM		:30				NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	--WTF--				1		0.00			
N 22	4	10/31/18	11/02/18	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	--WTF--				1		0.00			
N 23	4	10/31/18	11/02/18	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	--WTF--				1		0.00			
N 24	4	10/31/18	11/02/18	M-F 12p-1p	12p-1p		:30				NM	2	

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<u>Contract / Revision</u>	<u>Alt Order #</u>
754236 / 1	09279553

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/18 - 11/04/18	YES ON 793 OPTICAL	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Walmart	10/30/18 / 10/30/18

*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:		10/29/18	11/04/18	--WTF--				2		0.00			
N 25 4		10/31/18	11/02/18	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	--WTF--				1		0.00			
Totals								5.70				38	\$16,100.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	23	\$11,100.00	(\$1,665.00)	\$9,435.00
10/29/18 - 11/04/18	15	\$5,000.00	(\$750.00)	\$4,250.00
Totals	38	\$16,100.00	(\$2,415.00)	\$13,685.00

Signature: _____ **Date:** _____

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