

CONTRACT



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

And:

Linkstrategies
321 E Walnut
Suite 321
Des Moines, IA 50309

*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.



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<u>Contract / Revision</u> 754236 / 1	<u>Alt Order #</u> 09279553
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<u>Contract Dates</u> 10/22/18 - 11/04/18	<u>Product</u> YES ON 793 OPTICAL S	<u>Estimate #</u>
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<u>Advertiser</u> Walmart	<u>Original Date / Revision</u> 10/30/18 / 10/30/18
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
4		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Spot	Ch	<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			
Spot	Ch	<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			
Spot	Ch	<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		-----SL	:30			0.00		NM		
See MG 16.3													
3	4	10/22/18-10/28/18	Late Run News		-----SL	: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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10/22/18 - 11/04/18	YES ON 793 OPTICAL S	

<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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