CONTRACT

WAVE-TV
725 South Floyd Street
Please use this for correspondence onl
Louisville, KY 40203
(502) 585-2201
www.wave3.com

And:

Strategic Media Placement.
7669 Stagers Loop
Delaware, OH 43015

Contract / Revision	Alt Order #
800662 /	06254250

Product
IN GOV MIKE PENCE

Contract Dates	Estimate #
07/27/12 - 08/13/12	2526

Advertiser	Original Date / Revision
Pence, Mike for Governor	07/26/12 / 07/26/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WAVE	meghan mcgarr	HRP-Washingto

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

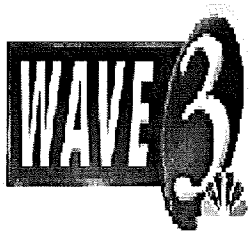
Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Amount
N 1	WAVE	07/27/12	07/27/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	1	$275.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/23/12	07/29/12	----1--	1	$275.00							
N 2	WAVE	07/30/12	08/01/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	2	$550.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	M-W----	2	$275.00							
N 3	WAVE	08/06/12	08/10/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	3	$825.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	M-W-F--	3	$275.00							
N 4	WAVE	08/13/12	08/13/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	1	$275.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/13/12	08/19/12	1------	1	$275.00							
N 5	WAVE	07/31/12	08/02/12	NBC Today Show	7-9am		:30			NM	2	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-T-T---	2	$300.00							
N 6	WAVE	08/06/12	08/07/12	NBC Today Show	7-9am		:30			NM	2	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	MT-----	2	$300.00							
N 7	WAVE	07/27/12	07/27/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	1	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/23/12	07/29/12	----1--	1	$300.00							
N 8	WAVE	07/31/12	08/03/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	2	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	-T--F--	2	$300.00							
N 9	WAVE	08/10/12	08/10/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	1	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	----1--	1	$300.00							
N 10	WAVE	07/30/12	08/02/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	3	$1,125.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	07/30/12	08/05/12	MT-T---	3	$375.00							
N 11	WAVE	08/06/12	08/13/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	2	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							

(* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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07/27/12 - 08/13/12	IN GOV MIKE PENCE	**2526**

Advertiser	Original Date / Revision
Pence, Mike for Governo	07/26/12 / 07/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	1------	1	$375.00						
Week:		08/13/12	08/19/12	1------	1	$375.00						
N 12	WAVE	07/27/12	07/27/12	Late News Following Olymp	12:00xm-12:35xm		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/23/12	07/29/12	----1--	1	$400.00						
N 13	WAVE	07/30/12	08/01/12	Late News Following Olymp	12:00xm-12:35xm		:30			NM	3	$1,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		07/30/12	08/05/12	MTW----	3	$400.00						
N 14	WAVE	08/06/12	08/07/12	Late News Following Olymp	12:00xm-12:35xm		:30			NM	2	$800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	MT-----	2	$400.00						
N 15	WAVE	08/13/12	08/13/12	Late News M-F	11-1136p		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/13/12	08/19/12	1------	1	$400.00						
									Totals		27	$9,000.00

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 -07/29/12	3	$975.00	$828.75
07/30/12 -08/13/12	24	$8,025.00	$6,821.25
Totals	27	$9,000.00	$7,650.00

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE** ☑ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date

I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: MIKE PENCE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: GOVERNOR OF INDIANA

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/11/12
Date

Signature

To Be Signed By Station Representative

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature Printed Name Title

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