

CONTRACT



WFLA
 200 S. Parker Street
 Tampa, FL 33606
 (813) 221-5771

<u>Contract / Revision</u> 1563516 /		<u>Alt Order #</u> 26033382
<u>Product</u> Issue		
<u>Contract Dates</u> 06/21/18 - 06/27/18		<u>Estimate #</u> 6548
<u>Advertiser</u> POL/Senate Majority PAC		<u>Original Date / Revision</u> 06/13/18 / 06/18/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFLA	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9914573	<u>Advertiser Code</u> 163	<u>Product 1/2</u> 173
<u>Agency Ref</u> IN14921		<u>Advertiser Ref</u>

And:

Waterfront Strategies
 3050 K Street Northwest
 Washington, DC 20007
 USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	06/21/18	06/22/18	Local News @ 5a	5-530a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/18/18	06/24/18	---TF--	1			\$450.00					
N 2	WFLA	06/21/18	06/22/18	Local News @ 530a	530-558a		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/18/18	06/24/18	---TF--	1			\$650.00					
N 3	WFLA	06/21/18	06/22/18	Local News @ 6a	558-7a		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/18/18	06/24/18	---TF--	1			\$1,500.00					
N 4	WFLA	06/21/18	06/22/18	Today Show	657-9a		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/18/18	06/24/18	---TF--	2			\$1,800.00					
N 5	WFLA	06/23/18	06/23/18	Today Show Sa	657-10a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/18/18	06/24/18	-----S-	1			\$800.00					
N 6	WFLA	06/24/18	06/24/18	Today Show Su	8-9a		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/18/18	06/24/18	-----S	1			\$900.00					
N 7	WFLA	06/24/18	06/24/18	Local Su 9a News	9-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/18/18	06/24/18	-----S	1			\$500.00					
N 8	WFLA	06/24/18	06/24/18	Meet the Press	10-11a		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/18/18	06/24/18	-----S	1			\$6,000.00					
N 9	WFLA	06/21/18	06/27/18	Local News @ 11a	Local News @ 11a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/21/18	06/27/18	MTWTF--	1			\$400.00					
N 10	WFLA	06/21/18	06/22/18	Days of Our Lives	1258-2p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		06/18/18	06/24/18	---TF--	2			\$700.00					
N 11	WFLA	06/21/18	06/27/18	M-F 2-3p	2-3p		:30				NM	1	\$400.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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		<u>Estimate #</u> 6548
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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>				
Week:		06/21/18	06/27/18	MTWTF--				1	\$400.00				
N 12	WFLA	06/21/18	06/22/18	M-F 3-4p	3-4p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	---TF--				1	\$750.00				
N 13	WFLA	06/21/18	06/27/18	M-F 4-5p	4-5p		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/18	06/27/18	MTWTF--				3	\$800.00				
N 14	WFLA	06/21/18	06/27/18	M-F 5-530p	5-530p		:30				NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/18	06/27/18	MTWTF--				5	\$1,200.00				
N 15	WFLA	06/21/18	06/27/18	M-F 530-6p	530-6p		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/18	06/27/18	MTWTF--				2	\$1,500.00				
N 16	WFLA	06/21/18	06/27/18	Local 6p News	6-630p		:30				NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/18	06/27/18	MTWTF--				3	\$2,400.00				
N 17	WFLA	06/21/18	06/27/18	Local 7p News	7-730p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/18	06/27/18	MTWTF--				1	\$1,600.00				
N 18	WFLA	06/23/18	06/23/18	Sa 6p News	6-630p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	-----S-				1	\$750.00				
N 19	WFLA	06/24/18	06/24/18	Su 6p News	6-630p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	-----S				1	\$850.00				
N 20	WFLA	06/21/18	06/27/18	M-F 730-8p	730-8p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/18	06/27/18	MTWTF--				1	\$1,600.00				
N 21	WFLA	06/21/18	06/22/18	Late News M-Su	M-Su		:30				NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	---TF--				2	\$1,750.00				
N 22	WFLA	06/24/18	06/24/18	Late News M-Su	M-Su		:30				NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	-----S				1	\$1,750.00				
N 23	WFLA	06/21/18	06/22/18	Tonight Show	Tonight Show		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	---TF--				1	\$1,200.00				
N 24	WFLA	06/25/18	06/25/18	Mon 9-11p Amer Ninja Warr	9-11p		:30				NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	M-----				1	\$10,000.00				
N 25	WFLA	06/26/18	06/26/18	Tue 8-10p Amer Got Talent	8-10p		:30				NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	-T-----				1	\$12,000.00				
N 26	WFLA	06/21/18	06/21/18	Thur 9p Marlon	9-10p		:30				NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	---T---				1	\$10,000.00				
N 27	WFLA	06/25/18	06/27/18	Today Show	657-9a		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	06/27/18	M-----				2	\$2,000.00				

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Week:		06/25/18	07/01/18	MTW----				2	\$2,000.00				
N 28	WFLA	06/25/18	06/27/18	M-F 3-4p	3-4p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	MTW----				1	\$1,000.00				
N 29	WFLA	06/25/18	06/27/18	M-F 530-6p	530-6p		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	MTW----				2	\$1,200.00				
N 30	WFLA	06/23/18	06/23/18	Local Sa 6a News	6-7a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	-----S-				1	\$200.00				
Totals								0.00				44	\$86,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/28/18 -06/24/18	24	\$40,400.00	(\$6,060.00)	\$34,340.00
06/25/18 -06/27/18	20	\$46,400.00	(\$6,960.00)	\$39,440.00
Totals	44	\$86,800.00	(\$13,020.00)	\$73,780.00

Signature: _____ **Date:** _____

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