

16330
4/21/16

FR: WA - MATTHEW WURM (H)
TO: WAPK-TV
REP HEADLINE# 8227579
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9382
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP APR11/16 11.20
CHANGES *** WAPK-TV ***

ADV # _____ ADV. NAME ISS/PRIORITIES USA ACTION
AGY # _____ AGY. NAME TARGETED PLATFORM MEDIA LLC
1291 HOLLYWOOD AVE
ANNAPOLIS, MD 21403

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME KATIE THOMPSON
SALES PRSN WA- MATTHEW WURM (H)

ORDER # _____ CONTRACT # 8227579 CLASS: NATL. LOCAL REGIONAL
PRDCT PRIORITIES USA ACT EST#4552 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES AUG23/16 AUG29/16 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE APR11/16 11.20

REP: REVISED ORDER
CHANGES PROGRAMS
THANKS JASMINE FOR MATT

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 750
AGENCY PRODUCT CODE = 760
AGENCY EST# = 4552

2			NZ 600P-700P	30		\$20.00	8/27	8/27	1		SAT	1
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PROGRAM : ADVENTURES OF SUPERMAN/BATMAN
CON COM1: ADVENTURES OF SUPERMAN/BATMAN

AUG/16 \$120.00 SEP/16 \$.00
CONTRACT TOTAL \$120.00
TOTAL SPOTS 6

MARKET TOTALS \$2,400 WAPK 5% WJHL 34% WCYB 51% WKPT 3% WEMT 7% CYBW 0% CABL 0%

EYCB- 1%
EJHL- 4%
ACCURATE SHARES

SVC- NONE
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



APR 11, 11:20 EDT by: root

16330
4/21/16

FR: WA - MATTHEW WURM (H)
TO: WAPK-TV
REP HEADLINE# 8227579
*** ORIGINAL REV#0 ***

REP: TEL# 703-528-9382
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
APR11/16 11.20
*** WAPK-TV ***

ADV # _____ ADV. NAME ISS/PRIORITIES USA ACTION REP.# _____ OFF.# _____ SALESMAN # _____
AGY # _____ AGY. NAME TARGETED PLATFORM MEDIA LLC BUYER NAME KATIE THOMPSON
1291 HOLLYWOOD AVE SALES PRSN WA- MATTHEW WURM (H)
ANNAPOLIS, MD 21403
ORDER # _____ CONTRACT # 8227579 CLASS: NATL. LOCAL REGIONAL
PRDCT PRIORITIES USA ACT EST#4552 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES AUG23/16 AUG29/16 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE APR11/16 11.20

REP: NEW ORDER
TTL \$120 @ 6X
PLS CONFIRM
THANKS JASMINE FOR MATT

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 750 AGENCY EST# = 4552												
AGENCY PRODUCT CODE = 760												
1			800P-900P	30		\$20.00	8/26	8/26	1		FRI	1
PROGRAM : ANDY GRIFFITH SHOW/GILLIGANS ISLAN												
CON COM1: ANDY GRIFFITH SHOW/GILLIGANS ISLAN												
2			600P-700P	30		\$20.00	8/27	8/27	1		SAT	1
PROGRAM : MIDDLE												
CON COM1: MIDDLE												
3			900P-1000P	30		\$20.00	8/27	8/27	1		SAT	1
PROGRAM : STAR TREK: ORIGINAL												
CON COM1: STAR TREK: ORIGINAL												

APR 11, 11:20 EDT by: root

(11:43) Page 1 of 2

FR: WA - MATTHEW WURM (H)
 TO: WAPK-TV
 REP HEADLINE# 8227579
 *** ORIGINAL REV#0 ***

REP: TEL# 703-528-9382 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

APR11/16 11.20
 *** WAPK-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPTS:
4			700P-730P	30		\$20.00	8/28	8/28	1		SUN	1
PROGRAM : ANDY GRIFFITH SHOW												
CON COM1: ANDY GRIFFITH SHOW												
5			730P-800P	30		\$20.00	8/28	8/28	1		SUN	1
PROGRAM : ANDY GRIFFITH SHOW												
CON COM1: ANDY GRIFFITH SHOW												
6			800P-900P	30		\$20.00	8/25	8/25	1		THU	1
PROGRAM : ANDY GRIFFITH SHOW/GILLIGANS ISLAN												
CON COM1: ANDY GRIFFITH SHOW/GILLIGANS ISLAN												
AUG/16 \$120.00 SEP/16 \$.00												
											CONTRACT TOTAL	\$120.00
											TOTAL SPOTS	6

MARKET TOTALS \$2,400 WAPK 5% WJHL 34% WCYB 51% WKPT 3% WEMT 7% CYBW 0% CABL 0%

EYCB- 1%
 EJHL- 4%
 ACCURATE SHARES

SVC- NONE
 DEMOS- RA35+*

APR 11, 11:20 EDT by: root

(11:44) Page 2 of 2

CONTRACT

WAPK-TV
222 Commerce St
Kingsport, TN 37660
(423) 246-9578

MeTVtricitie.com

And:

Targeted Platform Media LLC
1291 Hollywood Ave
Annapolis, MD 21403

<u>Contract / Revision</u> 16330 /		<u>Alt Order #</u> 62207579
<u>Product</u> PRIORITIES USA ACT		
<u>Contract Dates</u> 08/23/16 - 08/29/16	<u>Estimate #</u> 4552	
<u>Advertiser</u> ISS / Priorities USA Action		<u>Original Date / Revision</u> 04/21/16 / 04/21/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAPK-TV	<u>Account Executive</u> Matthew Wurm	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u> 750	<u>Product Code</u> 760
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WAPK	08/26/16	08/26/16	Fri Prime ANDY	8p-9p		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/22/16	08/28/16	----F--				1	\$20.00			
N 2	WAPK	08/27/16	08/27/16	Sat 6-7p SUPERMAN BATM/6p-7p			:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/22/16	08/28/16	-----S-				1	\$20.00			
N 3	WAPK	08/27/16	08/27/16	Sat Prime B STAR TREK	9p-10p		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/22/16	08/28/16	-----S-				1	\$20.00			
N 4	WAPK	08/28/16	08/28/16	Su 7p7308p ANDY	7p-7308p		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/22/16	08/28/16	-----S				1	\$20.00			
N 5	WAPK	08/28/16	08/28/16	Su730-8p ANDY	730-8p		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/22/16	08/28/16	-----S				1	\$20.00			
N 6	WAPK	08/25/16	08/25/16	Thur Prime ANDY	8p-9p		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/22/16	08/28/16	---T---				1	\$20.00			
Totals											6	\$120.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/28/16	6	\$120.00	(\$18.00)	\$102.00
Totals	6	\$120.00	(\$18.00)	\$102.00

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

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 2016
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I, **Targeted Platform Media, LLC**

do hereby request station time concerning the following issue:

Presidential General Election on November 8, 2016

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

Priorities USA Action

This broadcast time will be used by:

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Presidential General Election to be held November 8, 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action, 601 13th St NW, Washington, DC 20005 (202) 798-5902

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Greg Speed, Treasurer
Anne Caprara, Executive Strategist
Guy Cecil, Chief Strategist

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

--

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

--

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

March 29, 2016 _____ (202) 965-5060
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title