



WTAT
4301 Arco Lane
N Charleston, SC 29418

McKenna Media
1322 G St, SE
Washington, DC 20003

Contract # 3859

Schedule Dates 10/20/20-10/26/20
Advertiser Sam Skardon for SC Senate (1714)
Agency McKenna Media (1236)
Product Political (1018)
Brand SAM SKARDON FOR SC SENATE (8713)
Salesperson Millennium/PHL, Philadelphia (1022)
Sales Office Millennium Philadelphia
Buyer Name Medi,Placement,
Phone/Fax /
CPE 1126/1175/7977
Account Types National/Political Candidate Agency
Billing Type Standard
Comments FRAN BROWN

Date Entered 08/28/20
Last Modified 08/28/20
Entered By Sheanna Caban
CO-OP No
External # ECR27054144
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$428.25
Net Total \$2,426.75
Sales Tax

Charleston S (WTAT)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|-------------------|
| Oct. 2020 | 18 | \$2,340.00 |
| Nov. 2020 | 4 | \$515.00 |
| Grand Total: | 22 | \$2,855.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|---------------------|----------------|---------|
| 1.0 | Normal Line / SPOT (1) | 10/21/20-10/21/20 | 3 | :30 | 9:30A- 10A (EST) | 1 | | | X | | | | | 1 | \$70.00 | \$70.00 | Charleston S (WTAT) | JUDGE JUDY B4 | 8/28/20 |
| 2.0 | Normal Line / SPOT (1) | 10/23/20-10/23/20 | 3 | :30 | 9:30A- 10A (EST) | 1 | | | | | X | | | 1 | \$70.00 | \$70.00 | Charleston S (WTAT) | JUDGE JUDY B4 | 8/28/20 |
| 3.0 | Normal Line / SPOT (2) | 10/20/20-10/20/20 | 3 | :30 | 11A- 11:30A (EST) | 1 | | X | | | | | | 1 | \$70.00 | \$70.00 | Charleston S (WTAT) | Divorce Court | 8/28/20 |
| 4.0 | Normal Line / SPOT (2) | 10/22/20-10/22/20 | 3 | :30 | 11A- 11:30A (EST) | 1 | | | | X | | | | 1 | \$70.00 | \$70.00 | Charleston S (WTAT) | Divorce Court | 8/28/20 |
| 5.0 | Normal Line / SPOT (2) | 10/26/20-10/26/20 | 3 | :30 | 11A- 11:30A (EST) | 1 | X | | | | | | | 1 | \$70.00 | \$70.00 | Charleston S (WTAT) | Divorce Court | 8/28/20 |
| 6.0 | Normal Line / SPOT (3) | 10/20/20-10/20/20 | 3 | :30 | 1P- 2P (EST) | 1 | | X | | | | | | 1 | \$70.00 | \$70.00 | Charleston S (WTAT) | People's Court | 8/28/20 |
| 7.0 | Normal Line / SPOT (3) | 10/22/20-10/22/20 | 3 | :30 | 1P- 2P (EST) | 1 | | | | X | | | | 1 | \$70.00 | \$70.00 | Charleston S (WTAT) | People's Court | 8/28/20 |
| 8.0 | Normal Line / SPOT (3) | 10/26/20-10/26/20 | 3 | :30 | 1P- 2P (EST) | 1 | X | | | | | | | 1 | \$70.00 | \$70.00 | Charleston S (WTAT) | People's Court | 8/28/20 |
| 9.0 | Normal Line / SPOT (4) | 10/21/20-10/21/20 | 3 | :30 | 5P- 5:30P (EST) | 1 | | | X | | | | | 1 | \$135.00 | \$135.00 | Charleston S (WTAT) | Judge Judy | 8/28/20 |
| 10.0 | Normal Line / SPOT (4) | 10/23/20-10/23/20 | 3 | :30 | 5P- 5:30P (EST) | 1 | | | | | X | | | 1 | \$135.00 | \$135.00 | Charleston S (WTAT) | Judge Judy | 8/28/20 |
| 11.0 | Normal Line / SPOT (5) | 10/20/20-10/20/20 | 3 | :30 | 5:30P- 6P (EST) | 1 | | X | | | | | | 1 | \$135.00 | \$135.00 | Charleston S (WTAT) | Judge Judy | 8/28/20 |
| 12.0 | Normal Line / SPOT (5) | 10/22/20-10/22/20 | 3 | :30 | 5:30P- 6P (EST) | 1 | | | | X | | | | 1 | \$135.00 | \$135.00 | Charleston S (WTAT) | Judge Judy | 8/28/20 |
| 13.0 | Normal Line / SPOT (5) | 10/26/20-10/26/20 | 3 | :30 | 5:30P- 6P (EST) | 1 | X | | | | | | | 1 | \$135.00 | \$135.00 | Charleston S (WTAT) | Judge Judy | 8/28/20 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|



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|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|---------------------|-------------------|---------|
| 14.0 | Normal Line / News (6) | 10/21/20-10/21/20 | 3 | :30 | 6:30P- 7P (EST) | 1 | | | X | | | | | 1 | \$90.00 | \$90.00 | Charleston S (WTAT) | FOX24 News @ 630p | 8/28/20 |
| 15.0 | Normal Line / News (6) | 10/23/20-10/23/20 | 3 | :30 | 6:30P- 7P (EST) | 1 | | | | | X | | | 1 | \$90.00 | \$90.00 | Charleston S (WTAT) | FOX24 News @ 630p | 8/28/20 |
| 16.0 | Normal Line / SPOT (7) | 10/21/20-10/21/20 | 3 | :30 | 7:30P- 8P (EST) | 1 | | | X | | | | | 1 | \$235.00 | \$235.00 | Charleston S (WTAT) | Family Feud | 8/28/20 |
| 17.0 | Normal Line / SPOT (7) | 10/23/20-10/23/20 | 3 | :30 | 7:30P- 8P (EST) | 1 | | | | | X | | | 1 | \$235.00 | \$235.00 | Charleston S (WTAT) | Family Feud | 8/28/20 |
| 18.0 | Normal Line / News (8) | 10/20/20-10/20/20 | 3 | :30 | 10P- 10:30P (EST) | 1 | | X | | | | | | 1 | \$240.00 | \$240.00 | Charleston S (WTAT) | Late News At 10p | 8/28/20 |
| 19.0 | Normal Line / News (8) | 10/22/20-10/22/20 | 3 | :30 | 10P- 10:30P (EST) | 1 | | | | X | | | | 1 | \$240.00 | \$240.00 | Charleston S (WTAT) | Late News At 10p | 8/28/20 |
| 20.0 | Normal Line / News (8) | 10/26/20-10/26/20 | 3 | :30 | 10P- 10:30P (EST) | 1 | X | | | | | | | 1 | \$240.00 | \$240.00 | Charleston S (WTAT) | Late News At 10p | 8/28/20 |
| 21.0 | Normal Line / News (9) | 10/24/20-10/24/20 | 3 | :30 | 10P- 10:35P (EST) | 1 | | | | | | X | | 1 | \$100.00 | \$100.00 | Charleston S (WTAT) | News At 10 | 8/28/20 |
| 22.0 | Normal Line / News (10) | 10/25/20-10/25/20 | 3 | :30 | 10P- 10:35P (EST) | 1 | | | | | | | X | 1 | \$150.00 | \$150.00 | Charleston S (WTAT) | News At 10 | 8/28/20 |

CONFIRMATION CONTRACT

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| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|