

# CONTRACT



**WTKR-TV**  
**720 Boush St**  
**Norfolk, VA 23510**  
**(757) 446-1000**

And:

**Strategic Media Services, Inc.**  
**1911 North Ft Myer Dr**  
**Suite 400**  
**Arlington, VA 22209**

<u>Contract / Revision</u> 581251 /		<u>Alt Order #</u> 08844490
<u>Product</u> <b>GILLESPIE 4 GOVERNOR</b>		
<u>Contract Dates</u> <b>10/25/17 - 10/31/17</b>		<u>Estimate #</u> <b>277/357/3238</b>
<u>Advertiser</u> <b>Gillespie/R/Gov/VA</b>		<u>Original Date / Revision</u> 10/24/17 / 10/24/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WTKR-TV</b>	<u>Account Executive</u> Teresa DiFuria	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 12521	<u>Advertiser Code</u> 277	<u>Product 1/2</u> 357
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	3	10/27/17	10/27/17	M-F 1135p-1235a	11:35 PM-12:37 AM		1:00				NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/23/17	10/29/17	----1--	1			\$270.00					
N 2	3	10/27/17	10/27/17	M-F 12p-1230p	12:00 PM-12:30 PM		1:00				NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/23/17	10/29/17	----1--	1			\$420.00					
N 3	3	10/27/17	10/27/17	M-F 6p-630p	6:00 PM-6:30 PM		1:00				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/23/17	10/29/17	----1--	1			\$700.00					
N 4	3	10/27/17	10/27/17	M-F 7a-9a	7:00 AM-9:00 AM		1:00				NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/23/17	10/29/17	----1--	1			\$330.00					
N 5	3	10/27/17	10/27/17	M-F 730p-8p	7:30 PM-8:00 PM		1:00				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/23/17	10/29/17	----1--	1			\$550.00					
N 6	3	10/30/17	10/30/17	M-F 11p-1135p	11:00 PM-11:35 PM		1:00				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/30/17	11/05/17	1-----	1			\$700.00					
N 7	3	10/30/17	10/30/17	M-F 12p-1230p	12:00 PM-12:30 PM		1:00				NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/30/17	11/05/17	1-----	1			\$420.00					
N 8	3	10/30/17	10/30/17	M-F 730p-8p	7:30 PM-8:00 PM		1:00				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/30/17	11/05/17	1-----	1			\$550.00					
N 9	3	10/28/17	10/28/17	Sa 11p-1135p	11:00 PM-11:35 PM		1:00				NM	1	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/23/17	10/29/17	-----1-	1			\$660.00					
N 10	3	10/29/17	10/29/17	Su 1030a-11a	10:30 AM-11:00 AM		1:00				NM	1	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/23/17	10/29/17	-----1	1			\$830.00					
N 11	3	10/29/17	10/29/17	Su 11p-1135p	11:00 PM-11:35 PM		1:00				NM	1	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/23/17	10/29/17	-----1	1			\$660.00					
N 12	3	10/29/17	10/29/17	Sunday Prime Hour 1	7-8p 60min		1:00				NM	1	\$6,370.00

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

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<u>Contract Dates</u> 10/25/17 - 10/31/17		<u>Product</u> GILLESPIE 4 GOVERNOR
<u>Advertiser</u> Gillespie/R/Gov/VA		<u>Estimate #</u> 277/357/3238
		<u>Original Date / Revision</u> 10/24/17 / 10/24/17

*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:		10/23/17	10/29/17	-----1				1	\$6,370.00				
N 13	3	10/26/17	10/26/17	Late Run News	11:15 PM-11:50 PM		1:00				NM	1	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	---1---				1	\$690.00				
N 14	3	10/26/17	10/26/17	M-F 12p-1230p	12:00 PM-12:30 PM		1:00				NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	---1---				1	\$420.00				
N 15	3	10/26/17	10/26/17	M-F 6p-630p	6:00 PM-6:30 PM		1:00				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	---1---				1	\$700.00				
N 16	3	10/31/17	10/31/17	M-F 1135p-1235a	11:30 PM-12:30 XM		1:00				NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-1-----				1	\$270.00				
N 17	3	10/31/17	10/31/17	M-F 12p-1230p	12:00 PM-12:30 PM		1:00				NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-1-----				1	\$420.00				
N 18	3	10/31/17	10/31/17	M-F 6p-630p	6:00 PM-6:30 PM		1:00				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-1-----				1	\$700.00				
N 19	3	10/31/17	10/31/17	M-F 7a-9a	7:00 AM-9:00 AM		1:00				NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-1-----				1	\$330.00				
N 20	3	10/31/17	10/31/17	Tuesday Prime Hour 1	8-9p ncis		1:00				NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-1-----				1	\$4,200.00				
N 21	3	10/25/17	10/25/17	M-F 1135p-1235a	11:35 PM-12:37 XM		1:00				NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	--1----				1	\$270.00				
N 22	3	10/25/17	10/25/17	M-F 12p-1230p	12:00 PM-12:30 PM		1:00				NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	--1----				1	\$420.00				
N 23	3	10/25/17	10/25/17	M-F 6p-630p	6:00 PM-6:30 PM		1:00				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	--1----				1	\$700.00				
Totals								0.00				23	\$21,580.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/17 - 10/29/17	15	\$13,990.00	(\$2,098.50)	\$11,891.50
10/30/17 - 10/31/17	8	\$7,590.00	(\$1,138.50)	\$6,451.50
<b>Totals</b>	23	\$21,580.00	(\$3,237.00)	\$18,343.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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