



**WFTS**  
**4045 North Himes Ave.**  
**Tampa, FL 33607**  
**(813)354-2828**

# CONTRACT

<u>Contract / Revision</u> 402069 /		<u>Alt Order #</u>
<u>Product</u> <b>The Foundation for Excellence in Education</b>		
<u>Contract Dates</u> <b>03/31/14 - 04/06/14</b>		<u>Estimate #</u> <b>431</b>
<u>Advertiser</u> <b>The Foundation for Excellence in Education</b>		<u>Original Date / Revision</u> 03/27/14 / 03/27/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WFTS</b>	<u>Account Executive</u> Dave Lombardo	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 12736	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Mentzer Media**  
**600 Fairmont Avenue - Suite #306**  
**Towson, MD 21204**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFTS	03/31/14	04/04/14	ABC Action News	558-7a		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/31/14	04/06/14	11111--				5	\$700.00	0.00			
N 2	WFTS	03/31/14	04/04/14	GMA	658-9a		:30				NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/31/14	04/06/14	11111--				5	\$800.00	0.00			
N 3	WFTS	03/31/14	04/04/14	2-3pm General Hospital	158-3p		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/31/14	04/06/14	1--11--				3	\$600.00	0.00			
N 4	WFTS	03/31/14	04/04/14	M-F 4-5p	358-5p		:30				NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/31/14	04/06/14	11-11--				4	\$750.00	0.00			
<b>Totals</b>											0.00	17	\$12,300.00

Time Period	# of Spots	Gross Amount	Net Amount
03/31/14 - 04/04/14	17	\$12,300.00	\$10,455.00
<b>Totals</b>	17	\$12,300.00	\$10,455.00

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

(\* 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. Two week advance cancellation notice is required unless otherwise specified.

This station 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, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.