

CONTRACT



WTVD
411 Liberty St
Durham, NC 27701
(919) 683-1111

<u>Contract / Revision</u> 146853 / 1		<u>Alt Order #</u> WOC10459930
<u>Product</u> SENATE LEADERSHIP FUND (IU)		
<u>Contract Dates</u> 09/23/16 - 10/02/16		<u>Estimate #</u> 275 365 3660
<u>Advertiser</u> Senate Leadership Fund		<u>Original Date / Revision</u> 09/06/16 / 09/19/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTVD	<u>Account Executive</u> Anne Clifford	<u>Sales Office</u> Philadelphia NT
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
<u>Agy Code</u> 1021	<u>Advertiser Code</u> 275	<u>Product 1/2</u> 365
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Mentzer Media Services Inc
210 W. Pennsylvania Avenue
Suite 250
Towson, MD 21204

357280

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	09/23/16	10/01/16	Eyewitness News Sat 9a-10	9:00 AM-10:00 AM		:30				NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1-				1	\$850.00				
Week:		09/26/16	10/02/16	-----1-				1	\$850.00				
2	WTVD	09/23/16	10/01/16	Eyewitness News Sat 730p	7:30 PM-8:00 PM		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1-				1	\$800.00				
Week:		09/26/16	10/02/16	-----1-				1	\$800.00				
3	WTVD	09/26/16	10/02/16	Eyewitness News Sun 6a-7a	6:00 AM-7:00 AM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----1				1	\$500.00				
4	WTVD	09/23/16	10/01/16	Eyewitness News Sat @7a	7:00 AM-8:00 AM		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1-				1	\$800.00				
Week:		09/26/16	10/02/16	-----1-				1	\$800.00				
5	WTVD	09/23/16	10/02/16	This Week w/George S	10:30 AM-11:30 AM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1				1	\$500.00				
Week:		09/26/16	10/02/16	-----1				1	\$500.00				
6	WTVD	09/23/16	10/02/16	Eyewitness News Sun 7a-8a	7:00 AM-8:00 AM		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1				1	\$800.00				
Week:		09/26/16	10/02/16	-----1				1	\$800.00				
7	WTVD	09/23/16	09/30/16	Live w/Kelly	9:00 AM-10:00 AM		:30				NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$700.00				
Week:		09/26/16	10/02/16	11111--				5	\$700.00				
8	WTVD	09/26/16	09/30/16	Eyewitness News @ 530am	5:30 AM-6:00 AM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	----1--				1	\$700.00				
9	WTVD	09/23/16	09/30/16	Eyewitness News @ 6a	6:00 AM-7:00 AM		:30				NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$1,300.00				

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

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<u>Contract / Revision</u>	<u>Alt Order #</u>
146853 / 1	WOC10459930

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/23/16 - 10/02/16	SENATE LEADERSHIP	275 365 3660

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Leadership Fund	09/06/16 / 09/19/16

*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:		09/26/16	10/02/16	11111--				5	\$1,300.00				
10	WTVD	09/23/16	09/30/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$1,500.00				
Week:		09/26/16	10/02/16	11111--				5	\$1,500.00				
11	WTVD	09/23/16	09/30/16	Jeopardy	7:00 PM-7:30 PM		:30				NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$1,800.00				
Week:		09/26/16	10/02/16	11111--				5	\$1,800.00				
12	WTVD	09/23/16	09/30/16	The View	11:00 AM-12:00 PM		:30				NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$600.00				
Week:		09/26/16	10/02/16	11111--				5	\$600.00				
13	WTVD	09/23/16	09/30/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$1,600.00				
Week:		09/26/16	10/02/16	1--11--				3	\$1,600.00				
14	WTVD	09/26/16	10/02/16	Eyewitness News @ 11p	11:00 PM-11:35 PM		:30				NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	111---1				4	\$1,500.00				
15	WTVD	09/23/16	09/30/16	Eyewitness News @ 4pm	4:00 PM-5:00 PM		:30				NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$900.00				
Week:		09/26/16	10/02/16	11111--				5	\$900.00				
16	WTVD	09/23/16	10/01/16	Prime College Football	8:00 PM-11:30 PM		:30				NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1-				1	\$4,000.00				
Week:		09/26/16	10/02/16	-----1-				1	\$4,000.00				
17	WTVD	09/23/16	10/01/16	College Football	3:30 PM-7:00 PM		:30				NM	2	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1-				1	\$3,800.00				
Week:		09/26/16	10/02/16	-----1-				1	\$3,800.00				
18	WTVD	09/23/16	09/30/16	Shark Tank	9:00 PM-10:00 PM		:30				NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$5,000.00				
Week:		09/26/16	10/02/16	----1--				1	\$5,000.00				
19	WTVD	09/27/16	09/27/16	Dancing With The Stars Resu	8:00 PM-10:00 PM		: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:		09/26/16	10/02/16	-1-----				1	\$10,000.00				
20	WTVD	09/30/16	09/30/16	20/20	10:00 PM-11:00 PM		:30				NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	----1--				1	\$7,000.00				
21	WTVD	09/23/16	09/30/16	Rachael Ray	10:00 AM-11:00 AM		:30				NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$600.00				
Week:		09/26/16	10/02/16	11111--				5	\$600.00				
Totals								0.00				70	\$108,100.00

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<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Leadership Fund	09/06/16 / 09/19/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/25/16	16	\$25,550.00	(\$3,832.50)	\$21,717.50
09/26/16 - 10/02/16	54	\$82,550.00	(\$12,382.50)	\$70,167.50
Totals	70	\$108,100.00	(\$16,215.00)	\$91,885.00

Signature: _____ **Date:** _____

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