

# CONTRACT



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

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

<u>Contract / Revision</u> 136509 / 2		<u>Alt Order #</u> WOC10404269
<u>Product</u> <b>THE PAT MCCRORY COMMITTEE (CS)</b>		
<u>Contract Dates</u> <b>09/05/16 - 10/02/16</b>	<u>Estimate #</u> <b>4507</b>	
<u>Advertiser</u> <b>Pat McCrory Committee (The)</b>		<u>Original Date / Revision</u> 05/27/16 / 07/27/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WTVD</b>	<u>Account Executive</u> Anne Clifford	<u>Sales Office</u> Philadelphia NT
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

350832

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	09/05/16	09/30/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	30	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MTWTF--				8	\$550.00				
Week:		09/12/16	09/18/16	MTWTF--				8	\$550.00				
Week:		09/19/16	09/25/16	MTWTF--				8	\$550.00				
Week:		09/26/16	10/02/16	MTWTF--				6	\$550.00				
2	WTVD	09/05/16	09/30/16	Eyewitness News @ 4pm	4:00 PM-5:00 PM		:30				NM	20	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MTWTF--				5	\$350.00				
Week:		09/12/16	09/18/16	MTWTF--				5	\$350.00				
Week:		09/19/16	09/25/16	MTWTF--				5	\$350.00				
Week:		09/26/16	10/02/16	MTWTF--				5	\$350.00				
3	WTVD	09/05/16	10/01/16	Eyewitness News Sat @ 7pm	7:00 PM-7:30 PM		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-----S-				1	\$350.00				
Week:		09/12/16	09/18/16	-----S-				1	\$350.00				
Week:		09/19/16	09/25/16	-----S-				1	\$350.00				
Week:		09/26/16	10/02/16	-----S-				1	\$350.00				
4	WTVD	09/05/16	10/02/16	Eyewitness News Sun @ 6pm	6:00 PM-6:30 PM		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-----S				1	\$600.00				
Week:		09/12/16	09/18/16	-----S				1	\$600.00				
Week:		09/19/16	09/25/16	-----S				1	\$600.00				
Week:		09/26/16	10/02/16	-----S				1	\$600.00				
5	WTVD	09/05/16	09/30/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	20	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MTWTF--				5	\$650.00				
Week:		09/12/16	09/18/16	MTWTF--				5	\$650.00				
Week:		09/19/16	09/25/16	MTWTF--				5	\$650.00				
Week:		09/26/16	10/02/16	MTWTF--				5	\$650.00				
6	WTVD	09/05/16	09/30/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	20	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MTWTF--				5	\$700.00				

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

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<u>Contract Dates</u> 09/05/16 - 10/02/16		<u>Product</u> THE PAT MCCRORY C
<u>Advertiser</u> Pat McCrory Committee (		<u>Estimate #</u> 4507
		<u>Original Date / Revision</u> 05/27/16 / 07/27/16

*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:		09/12/16	09/18/16	MTWTF--				5	\$700.00				
Week:		09/19/16	09/25/16	MTWTF--				5	\$700.00				
Week:		09/26/16	10/02/16	MTWTF--				5	\$700.00				
7	WTVD	09/05/16	09/30/16	Rachael Ray	10:00 AM-11:00 AM		:30				NM	15	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MTWTF--				4	\$200.00				
Week:		09/12/16	09/18/16	MTWTF--				4	\$200.00				
Week:		09/19/16	09/25/16	MTWTF--				4	\$200.00				
Week:		09/26/16	10/02/16	MTWTF--				3	\$200.00				
8	WTVD	09/05/16	09/30/16	General Hospital	3:00 PM-4:00 PM		:30				NM	13	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MTWTF--				3	\$300.00				
Week:		09/12/16	09/18/16	MTWTF--				4	\$300.00				
Week:		09/19/16	09/25/16	MTWTF--				3	\$300.00				
Week:		09/26/16	10/02/16	MTWTF--				3	\$300.00				
9	WTVD	09/05/16	09/23/16	The Chew	1:00 PM-2:00 PM		:30				NM	9	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MTWTF--				3	\$250.00				
Week:		09/12/16	09/18/16	MTWTF--				3	\$250.00				
Week:		09/19/16	09/25/16	MTWTF--				3	\$250.00				
10	WTVD	09/05/16	09/30/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	19	\$12,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	MTWTF--				4	\$650.00				
Week:		09/12/16	09/18/16	MTWTF--				5	\$650.00				
Week:		09/19/16	09/25/16	MTWTF--				5	\$650.00				
Week:		09/26/16	10/02/16	MTWTF--				5	\$650.00				
11	WTVD	09/05/16	09/25/16	Eyewitness News Sat 730p	730p-8p		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-----S-				1	\$300.00				
Week:		09/12/16	09/18/16	-----S-				1	\$300.00				
Week:		09/19/16	09/25/16	-----S-				1	\$300.00				
12	WTVD	09/05/16	09/19/16	Dancing With the Stars	8:00 PM-10:00 PM		:30				NM	3	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	M-----				1	\$4,500.00				
Week:		09/12/16	09/18/16	M-----				1	\$4,500.00				
Week:		09/19/16	09/25/16	M-----				1	\$4,500.00				
13	WTVD	09/05/16	09/28/16	Modern/Goldbergs	10:00 PM-11:00 PM		:30				NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	--W----				1	\$3,000.00				
Week:		09/12/16	09/18/16	--W----				1	\$3,000.00				
Week:		09/19/16	09/25/16	--W----				1	\$3,000.00				
Week:		09/26/16	10/02/16	--W----				1	\$3,000.00				
14	WTVD	09/05/16	09/28/16	Blackish	9:00 PM-9:30 PM		:30				NM	4	\$41,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	--W----				1	\$10,400.00				
Week:		09/12/16	09/18/16	--W----				1	\$10,400.00				
Week:		09/19/16	09/25/16	--W----				1	\$10,400.00				
Week:		09/26/16	10/02/16	--W----				1	\$10,400.00				
15	WTVD	09/05/16	10/01/16	Prime College Footbal	8:00 PM-11:30 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:		09/05/16	09/11/16	-----S-				1	\$1,500.00				
Week:		09/12/16	09/18/16	-----S-				1	\$1,500.00				

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		<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	-----S-				1	\$1,500.00				
Week:		09/26/16	10/02/16	-----S-				1	\$1,500.00				
16	WTVD	09/05/16	10/02/16	America's Funniest Home Vid	7:00 PM-8:00 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:		09/05/16	09/11/16	-----S				1	\$1,500.00				
Week:		09/12/16	09/18/16	-----				0	\$0.00				
Week:		09/19/16	09/25/16	-----S				1	\$1,500.00				
Week:		09/26/16	10/02/16	-----S				2	\$1,500.00				
17	WTVD	09/05/16	09/29/16	Grey's Anatomy	8:00 PM-9:00 PM		:30				NM	4	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	---T---				1	\$4,500.00				
Week:		09/12/16	09/18/16	---T---				1	\$4,500.00				
Week:		09/19/16	09/25/16	---T---				1	\$4,500.00				
Week:		09/26/16	10/02/16	---T---				1	\$4,500.00				
18	WTVD	09/05/16	09/23/16	Jeopardy	7p-730p		: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:		09/05/16	09/11/16	MTWTF--				2	\$700.00				
Week:		09/12/16	09/18/16	MTWTF--				2	\$700.00				
Week:		09/19/16	09/25/16	MTWTF--				2	\$700.00				
19	WTVD	09/26/16	09/26/16	Dancing With The Stars	8p-9p		:30				NM	1	\$4,500.00
		<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	M-----				1	\$4,500.00				
20	WTVD	10/01/16	10/01/16	Eyewitness News Sat 730p	730p-8p		:30				NM	1	\$300.00
		<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	-----S-				1	\$300.00				
<b>Totals</b>								0.00				188	\$182,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/25/16	146	\$138,100.00	(\$20,715.00)	\$117,385.00
09/26/16 - 10/02/16	42	\$44,700.00	(\$6,705.00)	\$37,995.00
<b>Totals</b>	188	\$182,800.00	(\$27,420.00)	\$155,380.00

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

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