

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 / 7		<u>Alt Order #</u> WOC10404269
<u>Product</u> THE PAT MCCRORY COMMITTEE (CS)		
<u>Contract Dates</u> 09/05/16 - 09/11/16	<u>Estimate #</u> 4507	
<u>Advertiser</u> Pat McCrory Committee (The)		<u>Original Date / Revision</u> 05/27/16 / 09/08/16
<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 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	09/11/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	8	\$4,400.00
		<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	MTWTF--				8	\$550.00				
2	WTVD	09/05/16	09/11/16	Eyewitness News @ 4pm	4:00 PM-5:00 PM		:30				NM	5	\$1,750.00
		<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				
5	WTVD	09/05/16	09/11/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	5	\$3,250.00
		<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--				5	\$650.00				
6	WTVD	09/05/16	09/11/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	5	\$3,500.00
		<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--				5	\$700.00				
7	WTVD	09/05/16	09/11/16	Rachael Ray	10:00 AM-11:00 AM		:30				NM	4	\$800.00
		<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				
8	WTVD	09/05/16	09/11/16	General Hospital	3:00 PM-4:00 PM		: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	MTWTF--				3	\$300.00				
9	WTVD	09/05/16	09/11/16	The Chew	1:00 PM-2:00 PM		:30				NM	3	\$750.00
		<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				
10	WTVD	09/05/16	09/11/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	4	\$2,600.00
		<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	MTWTF--				4	\$650.00				
11	WTVD	09/05/16	09/11/16	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:		09/05/16	09/11/16	-----S-				1	\$300.00				
13	WTVD	09/05/16	09/11/16	Modern/Goldbergs	10:00 PM-11:00 PM		:30				NM	1	\$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	--W----				1	\$3,000.00				

(* 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 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.



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<u>Advertiser</u> Pat McCrory Committee (<u>Estimate #</u> 4507
		<u>Original Date / Revision</u> 05/27/16 / 09/08/16

*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>				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WTVD	09/05/16-09/11/16	Modern/Goldbergs	10:00 PM-11:00 PM	-----W-	:30		\$3,000.00		NM		
	See MG 13.5												
	5	WTVD	09/07/16-09/07/16	Modern Family / G	10:00 PM-10:30 PM	-----W-	:30		\$3,000.00		NM		
	Ⓜ MG for 13.1 09/07												
14	WTVD	09/05/16	09/11/16	Modern Family/Blackish	9:00 PM-10:00 PM		:30				NM	1	\$10,400.00
		<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	--W----				1	\$10,400.00				
15	WTVD	09/10/16	09/10/16	Prime College Footbal	8:00 PM-11:30 PM		:30				NM	1	\$1,000.00
		<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	\$1,000.00				
16	WTVD	09/05/16	09/11/16	America's Funniest Home Vid	7:00 PM-8:00 PM		:30				NM	1	\$1,500.00
		<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	-----S				1	\$1,500.00				
18	WTVD	09/05/16	09/11/16	Jeopardy	7p-730p		:30				NM	2	\$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	MTWTF--				2	\$700.00				
21	WTVD	09/05/16	09/05/16	Bachelor In Paradise	8:00 PM-10:00 PM		: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:		09/05/16	09/11/16	M-----				1	\$4,500.00				
23	WTVD	09/10/16	09/10/16	Eyewitness News Sat @ 7pm	7p-730p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-----S-				1	\$300.00				
24	WTVD	09/11/16	09/11/16	Eyewitness News Sun @ 6pm	6p-630p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-----S				1	\$300.00				
25	WTVD	09/08/16	09/08/16	Pyramid	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:		09/05/16	09/11/16	---T---				1	\$4,500.00				
Totals								0.00				48	\$45,150.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/11/16	48	\$45,150.00	(\$6,772.50)	\$38,377.50
Totals	48	\$45,150.00	(\$6,772.50)	\$38,377.50

Signature: _____ **Date:** _____

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