

## CONTRACT



**WPRI**  
**25 Catamore Blvd.**  
**East Providence, RI 02914**  
**(401) 438-7200**

And:

**Screen Strategies Media**  
**11150 Fairfax Boulevard**  
**Suite 505**  
**Fairfax, VA 22030**  
**USA**

<u>Contract / Revision</u> 474080 /		<u>Alt Order #</u>
<u>Product</u> #661/De Ramel 8/1/14-8/10/14		
<u>Contract Dates</u> 08/01/14 - 08/10/14		<u>Estimate #</u> 661
<u>Advertiser</u> POL/De Ramel for Secretary of State		<u>Original Date / Revision</u> 08/19/14 / 08/19/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WPRI	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washington
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<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
1	WPRI	08/01/14	08/01/14	M-F 5a-6a News	M-F 5a-6a News		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/28/14	08/03/14	----1--	1			\$125.00					
	<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	WPRI	07/28/14-08/03/14	M-F 5a-6a News	M-F 5a-6a News	-----F----	:30		\$125.00		NM		
			<i>Credited</i>										
2	WPRI	08/01/14	08/08/14	M-F 6a-7a News	M-F 6a-7a News		:30				NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/28/14	08/03/14	----1--	1			\$275.00					
Week:		08/04/14	08/10/14	11111--	5			\$275.00					
3	WPRI	08/01/14	08/10/14	The Early Show M-F 7-9a	The Early Show M-		:30				NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/28/14	08/03/14	----1--	1			\$225.00					
Week:		08/04/14	08/10/14	1-111--	4			\$225.00					
4	WPRI	08/05/14	08/05/14	Rhode Show M-F 9a-10a	Rhode Show M-F 9		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/04/14	08/10/14	-1-----	1			\$100.00					
5	WPRI	08/07/14	08/07/14	Let's Make A Deal	M-F 10-11a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/04/14	08/10/14	---1---	1			\$200.00					
6	WPRI	08/06/14	08/06/14	Price is Right	M-F 11a-12p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/04/14	08/10/14	--1----	1			\$300.00					
7	WPRI	08/04/14	08/04/14	12N Eyewitness News M-F	M-F 12-1230p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/04/14	08/10/14	1-----	1			\$350.00					
8	WPRI	08/01/14	08/01/14	Y&R M-F 1230-130p	M-F 1230-130p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/28/14	08/03/14	----1--	1			\$250.00					
9	WPRI	08/05/14	08/08/14	M-F 4-430p	M-F 4-430p		:30				NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/04/14	08/10/14	-1--1--	2			\$275.00					
10	WPRI	08/01/14	08/07/14	M-F 430-5p	M-F 430-5p		:30				NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/28/14	08/03/14	----1--	1			\$275.00					

(\* 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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**(401) 438-7200**

<u>Contract / Revision</u> 474080 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/01/14 - 08/10/14	<u>Product</u> #661/De Ramel 8/1/14-8	<u>Estimate #</u> 661
<u>Advertiser</u> POL/De Ramel for Secret		<u>Original Date / Revision</u> 08/19/14 / 08/19/14

*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:		08/04/14	08/10/14	1-11---				3	\$275.00				
11	WPRI	08/01/14	08/08/14	M-F 5p-530p News	M-F 5p-530p News		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/28/14	08/03/14	----1--				1	\$450.00				
Week:		08/04/14	08/10/14	-1111--				4	\$450.00				
12	WPRI	08/01/14	08/08/14	M-F 6-630p News	M-F 6-630p News		:30				NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/28/14	08/03/14	----1--				1	\$550.00				
Week:		08/04/14	08/10/14	11111--				5	\$550.00				
13	WPRI	08/01/14	08/08/14	M-F 7-730p	M-F 7-730p		:30				NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/28/14	08/03/14	----1--				1	\$525.00				
Week:		08/04/14	08/10/14	1-1-1--				3	\$525.00				
14	WPRI	08/01/14	08/07/14	M-F 730-8p	M-F 730-8p		: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:		07/28/14	08/03/14	----1--				1	\$600.00				
Week:		08/04/14	08/10/14	11-1---				3	\$600.00				
15	WPRI	08/05/14	08/05/14	Tue Prime Hour 2	Tu 9-10p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/04/14	08/10/14	-1-----				1	\$650.00				
16	WPRI	08/06/14	08/06/14	Wed Prime Hour 2	W 9-10p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/04/14	08/10/14	--1----				1	\$400.00				
17	WPRI	08/08/14	08/08/14	Fri Prime Hour 3	F 10-11p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/04/14	08/10/14	----1--				1	\$350.00				
N 18	WPRI	08/10/14	08/10/14	Su Prime Hour 4	Su 10-11p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/04/14	08/10/14	-----1				1	\$275.00				
	<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	WPRI	08/04/14-08/10/14	Su Prime Hour 4	Su 10-11p	-----Su	:30		\$275.00	NM			
Credited per agency													
19	WPRI	08/01/14	08/08/14	M-F 11pm News	M-F 11pm News		:30				NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/28/14	08/03/14	----1--				1	\$500.00				
Week:		08/04/14	08/10/14	11111--				5	\$500.00				
20	WPRI	08/04/14	08/08/14	Letterman M-F	Letterman M-F 113		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/04/14	08/10/14	1--11--				3	\$100.00				
21	WPRI	08/05/14	08/05/14	M-F 5a-6a News	M-F 5a-6a News		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/04/14	08/10/14	-1-----				1	\$125.00				
Totals												54	\$20,500.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/28/14 - 08/10/14	54	\$20,500.00	(\$3,075.00)	\$17,425.00
<b>Totals</b>	<b>54</b>	<b>\$20,500.00</b>	<b>(\$3,075.00)</b>	<b>\$17,425.00</b>

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<u>Advertiser</u> POL/De Ramel for Secret:		<u>Original Date / Revision</u> 08/19/14 / 08/19/14

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

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## Colleen Ouellette

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**From:** Caroline Bahng <Caroline@ScreenStrategies.com>  
**Sent:** Tuesday, August 19, 2014 9:45 AM  
**To:** Ryan Machado  
**Cc:** Colleen Ouellette  
**Subject:** RE: De Ramel WPRI Preempted 8/10 & 8/12

Hi Ryan,

Let's hold the \$500 credit at the station for now and we can use it towards any future pre-empts.

Thanks!

**From:** Ryan Machado [mailto:Ryan.Machado@wpri.com]  
**Sent:** Tuesday, August 19, 2014 9:44 AM  
**To:** Caroline Bahng  
**Cc:** Colleen Ouellette  
**Subject:** FW: De Ramel WPRI Preempted 8/10 & 8/12  
**Importance:** High

Good Morning Caroline – We had a couple preempts last week, please see below. One was due to a sports late run and the other was a tech diff. Please let us know if you would like to reinvest the \$\$ in the upcoming weeks.

Thanks!

Ryan Machado | Local Sales Manager | WPRI Media  
p: 401-228-1805 | f: 401-431-1764 | [rmachado@wpri.com](mailto:rmachado@wpri.com)

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**From:** Colleen Ouellette  
**Sent:** Monday, August 18, 2014 4:17 PM  
**To:** Ryan Machado  
**Subject:** De Ramel WPRI Preempted 8/10 & 8/12  
**Importance:** High

8/10  
Reckless  
Sports Ran Late  
\$275

8/12  
CBS This Morning  
Tech Diff  
\$225

Regards,

*Colleen Ouellette*

Sales Assistant, WPRI Media  
(401)228-1794

