

125 West 55th St
New York, NY 10019

Contract # 26118197 **Changes as of:** 8/6/2018 at 5:03 PM **Version:** Highlighting Revision 1

CPE: 163/173/6750 **Flight:** 8/10/18 - 8/16/18 **Station:** WJHL

Agency: WATERFRONT STRATEGIE **Advertiser:** Majority Forward **Market:** Johnson City-Kingsport-Bristol

Product: Issue **Office:** WASHINGTON **Total Spots:** 35

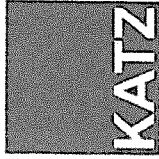
Agency Order #: 7589675 **Service:** Nielsen **Total CPP:** \$139.33

Buyer: Chiusano, Dawn **Primary Demo:** Adults 35+ **Total GRP:** 124.6

Salesperson: ERIN SCHUMACHER **Assistant:** ERIN SCHUMACHER 212-424-6620

Comments: FLIGHT TO AIR 8.10-8.16; Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/10 - 8/10		Total Spots	Total \$	CPP*	GRP*
							8/10					
1	F,M-Th 7a-9a		CBS This Morning	\$400.00	3.2	30	8		8	\$3,200.00	\$125.00	25.6
2	F,M-Th 7a-8a		CBS This Morning	\$480.00	3.7	30	3		3	\$1,440.00	\$129.73	11.1
3	Sa 6a-7a		WJHL Saturday 6a Local News	\$250.00	2.3	30	2		2	\$500.00	\$108.70	4.6
4	Sa 7a-8a		WJHL Saturday 7a Local News	\$250.00	3.1	30	2		2	\$500.00	\$80.65	6.2
5	Su 7a-8a		WJHL Sunday 7a Local News	\$220.00	2.2	30	1		1	\$220.00	\$100.00	2.2
6	F,M-Th 12:30p-1:30p		The Young & The Restless	\$440.00	5.2	30	9		9	\$3,960.00	\$84.62	46.8
7	F,M-Th 1:30p-2p		The Bold & The Beautiful	\$400.00	3.6	30	2		2	\$800.00	\$111.11	7.2
8	F,M-Th 5p-5:30p		WJHL News Channel 11 At 5	\$800.00	5.3	30	1		1	\$800.00	\$150.94	5.3
9	F,M-Th 5:30p-6p		WJHL News Channel 11 At 5:30	\$850.00	5.2	30	1		1	\$850.00	\$163.46	5.2
10	F,M-Th 6p-6:30p		WJHL News Channel 11 At Six	\$1,300.00	7.3	30	1		1	\$1,300.00	\$178.08	7.3
11	Sa 6p-6:30p		WJHL 6p Local News	\$440.00	2.7	30	0		0	\$0.00	\$162.96	0.0
12	F,M-Th 7:30p-8p		Family Feud	\$750.00	3.1	30	1		1	\$750.00	\$241.94	3.1
13	W 8p-9p		BIG BRO-WE-CBS	\$1,300.00	4.6	30	0		0	\$0.00	\$282.61	0.0
14	F 8p-9p		TKO Total Knock Out	\$1,300.00	0.0	30	1		1	\$1,300.00	\$0.00	0.0
15	M 9p-10p		Salvation	\$1,300.00	0.0	30	1		1	\$1,300.00	\$0.00	0.0
16	Su 6a-7a		WJHL Sunday 6a News	\$220.00	0.0	30	2		2	\$440.00	\$0.00	0.0
TOTALS:									35	\$17,360.00	\$139.33	124.6



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New York, NY 10019

KATZ TELEVISION GROUP

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Product: Issue **Office:** WASHINGTON **Total Spots:** 35

Agency Order #: 7589675 **Buyer:** Chiusano, Dawn **Total CPP:** \$139.33

Salesperson: ERIN SCHUMACHER **Assistant:** ERIN SCHUMACHER **Total GRP:** 124.6

Separation: 212-424-6620

Special Instructions

Order Level Comments			
Date/Time	Added by	Comment	
08/06/18 5:03 PM	ERIN SCHUMACHER	FLIGHT TO AIR 8.10-8.16; Separation: 30	
08/02/18 12:28 PM	System	Notice Received.	
08/02/18 12:27 PM	Linda DeSpain	LINE 13 BIG BROTHER NOT AVAILABLE AT THIS RATE. RATE WILL WORK FOR WED 9P-10P SEAL TEAM. PLEASE ADVISE	
07/31/18 10:30 PM	ERIN SCHUMACHER	FLIGHT TO AIR 8.10-8.16; Separation: 30	

Competitive Information	
Market Budget: \$33,385	
WJHL Share: 52%	
Comment: EJHL: 9%	
WCYB: 37%	
WENT: 2%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	35	\$17,360.00	124.6
Total	100%	35	\$17,360.00	124.6

Monthly Summary		
Month	Spots	Dollars
2018-Aug	35	\$17,360.00
Total	35	\$17,360.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	8/6/18 5:03 PM	ERIN SCHUMACHER	Revised			\$0
Makegood 2	8/2/18 1:51 PM	Linda DeSpain	Confirmed	4		\$0
Makegood 1	8/2/18 12:27 PM	Linda DeSpain	Confirmed		3	\$0
Queued for Electronic Contracting	8/1/18 8:46 AM					\$0
New	7/31/18 10:28 PM	ERIN SCHUMACHER	Confirmed	34		\$17,360.00

Contract \$	Comment
\$0	Changes: OrigAdvertiser Id to 10017, Advertiser from Senate Majority PAC to Majority Forward, Sales Activity Link Configuration from [object Object] to {salesActivityId:-1,isNewBusiness:true,splitDollars:null}.
\$0	Changes: Total Spots from 34 to 35, Total GRPs from 136.5 to 124.6, Total CPP from \$127.18 to \$139.33, Total GIMPs from 0 to 125, Total CPM from \$0.00 to \$139,325.84, 5 buylines added or modified.

Non-Discrimination Policy PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

CONTRACT



WJHL
338 E. Main Street
Johnson City, TN 37601
(423) 926-2151

<u>Contract / Revision</u> 26118197 /		<u>Alt Order #</u> 26118197
<u>Product</u> Issue		
<u>Contract Dates</u> 08/10/18 - 08/16/18		<u>Estimate #</u> 6750
<u>Advertiser</u> POL/Majority Forward		<u>Original Date / Revision</u> 08/07/18 / 08/07/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WJHL	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u> 9914573	<u>Advertiser Code</u>	<u>Product 1/2</u> 173
<u>Agency Ref</u> IN14921		<u>Advertiser Ref</u>

And:

Waterfront Strategies
3050 K Street, NW
Suite 100
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WJHL	08/10/18	08/16/18	CBS This Morning	7a-9a		:30				NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/10/18	08/16/18	MTWTF--				8	\$400.00				
2	WJHL	08/10/18	08/16/18	CBS This Morning 7a	7a-8a		:30				NM	3	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/10/18	08/16/18	MTWTF--				3	\$480.00				
3	WJHL	08/11/18	08/11/18	Local News Sat 6a	6a-7a		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/06/18	08/12/18	-----S-				2	\$250.00				
4	WJHL	08/11/18	08/11/18	Local News Sat 7a	7a-8a		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/06/18	08/12/18	-----S-				2	\$250.00				
5	WJHL	08/12/18	08/12/18	Local News Sun 7a	7a-8a		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/06/18	08/12/18	-----S				1	\$220.00				
6	WJHL	08/10/18	08/16/18	Y&R	1230p-130p		:30				NM	9	\$3,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/10/18	08/16/18	MTWTF--				9	\$440.00				
7	WJHL	08/10/18	08/16/18	Bold & Beautiful	130p-2p		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/10/18	08/16/18	MTWTF--				2	\$400.00				
8	WJHL	08/10/18	08/16/18	Local News @ 5p	5p-530p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/10/18	08/16/18	MTWTF--				1	\$800.00				
9	WJHL	08/10/18	08/16/18	Local News @ 530p	530p-6p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/10/18	08/16/18	MTWTF--				1	\$850.00				
10	WJHL	08/10/18	08/16/18	Local News @ 6p	6p-630p		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 08/10/18	08/16/18	MTWTF--				1	\$1,300.00				
D 11	WJHL	08/11/18	08/11/18	6p Local News	6p-630p		:30				NM	0	\$0.00

(* 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.

Nexstar Media Group 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 or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WJHL
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Contract / Revision	Alt Order #
26118197 /	26118197

Contract Dates	Product	Estimate #
08/10/18 - 08/16/18	Issue	6750

Advertiser	Original Date / Revision
POL/Majority Forward	08/07/18 / 08/07/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
12	WJHL	08/10/18	08/16/18	M-F 730p-8p	730p-8p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/10/18	08/16/18	MTWTF--				1	\$750.00				
D 13	WJHL	08/15/18	08/15/18	Wed Hour 1	8p-9p		:30				NM	0	\$0.00
N 14	WJHL	08/10/18	08/10/18	TKO TOTAL KNOCK OUT	8p-9p		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/06/18	08/12/18	----F--				1	\$1,300.00				
N 15	WJHL	08/13/18	08/13/18	Salvation	9p-10p		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	M-----				1	\$1,300.00				
N 16	WJHL	08/12/18	08/12/18	Local News Sun 6a	6a-7a		:30				NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/06/18	08/12/18	-----S				2	\$220.00				
Totals								0.00				35	\$17,360.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/30/18 - 08/16/18	35	\$17,360.00	(\$2,604.00)	\$14,756.00
Totals	35	\$17,360.00	(\$2,604.00)	\$14,756.00

Signature: _____ **Date:** _____

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