

# CONTRACT



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

<u>Contract / Revision</u> 138101 /		<u>Alt Order #</u> WOC10410746
<u>Product</u> <b>ISSUE UNION CANDIDATE</b>		
<u>Contract Dates</u> <b>07/12/16 - 07/18/16</b>		<u>Estimate #</u> <b>750 760 4595</b>
<u>Advertiser</u> <b>Priorities USA Action</b>		<u>Original Date / Revision</u> 06/15/16 / 06/15/16
<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> 750	<u>Product 1/2</u> 760
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Targeted Platform Media LLC**  
**650 MASSACHUSETTS AVE, NW, SUITE 210**  
**WASHINGTON, DC 20001**

351742

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	07/12/16	07/15/16	Eyewitness News @ 530am	5:30 AM-6:00 AM		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	- TWTF - -				2	\$650.00				
2	WTVD	07/12/16	07/15/16	Eyewitness News @ 6a	6:00 AM-7:00 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:		07/12/16	07/18/16	- TWTF - -				2	\$850.00				
3	WTVD	07/12/16	07/18/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	M - - - - -				2	\$1,000.00				
4	WTVD	07/12/16	07/15/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	- TWTF - -				6	\$1,000.00				
5	WTVD	07/12/16	07/16/16	Eyewitness News Sat 9a-10	9:00 AM-10:00 AM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	- - - - - S -				1	\$650.00				
6	WTVD	07/12/16	07/15/16	Live w/Kelly	9:00 AM-10:00 AM		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	- TWTF - -				3	\$600.00				
7	WTVD	07/12/16	07/15/16	Rachael Ray	10:00 AM-11:00 AM		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	- TWTF - -				3	\$500.00				
8	WTVD	07/12/16	07/15/16	The View	11:00 AM-12:00 PM		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	- TWTF - -				3	\$600.00				
9	WTVD	07/12/16	07/15/16	Eyewitness News @ Noon	12:00 PM-12:30 PM		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	- TWTF - -				3	\$800.00				
10	WTVD	07/12/16	07/15/16	Eyewitness News @ 1230p	12:30 PM-1:00 PM		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	- TWTF - -				3	\$650.00				
11	WTVD	07/12/16	07/15/16	Eyewitness News @ 4pm	4:00 PM-5:00 PM		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	- TWTF - -				3	\$600.00				

(\* 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>Contract Dates</u> 07/12/16 - 07/18/16		<u>Product</u> ISSUE UNION CANDID
		<u>Estimate #</u> 750 760 4595
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 06/15/16 / 06/15/16

*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:		07/12/16	07/18/16	-TWTF--				3	\$600.00				
12	WTVD	07/12/16	07/18/16	Eyewitness News @ 5pm	5:00 PM-5:30 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	M-----				1	\$800.00				
13	WTVD	07/12/16	07/15/16	Eyewitness News @ 5pm	5:00 PM-5:30 PM		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	-TWTF--				3	\$800.00				
14	WTVD	07/12/16	07/18/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	M-----				1	\$900.00				
15	WTVD	07/12/16	07/15/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	-TWTF--				3	\$900.00				
16	WTVD	07/12/16	07/15/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	-TWTF--				3	\$1,300.00				
17	WTVD	07/12/16	07/15/16	Jeopardy	7:00 PM-7:30 PM		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	-TWTF--				1	\$1,800.00				
18	WTVD	07/12/16	07/15/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	-TWTF--				2	\$1,600.00				
19	WTVD	07/18/16	07/18/16	Bachelorette	8:00 PM-10:00 PM		:30				NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	M-----				1	\$7,500.00				
20	WTVD	07/12/16	07/17/16	Eyewitness News @ 11p	11:00 PM-11:35 PM		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/12/16	07/18/16	-TWTFSS				2	\$1,200.00				
<b>Totals</b>								0.00				48	\$48,500.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/27/16 - 07/18/16	48	\$48,500.00	(\$7,275.00)	\$41,225.00
<b>Totals</b>	48	\$48,500.00	(\$7,275.00)	\$41,225.00

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

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