

Contract # 25187353 Changes as of: 6/6/2016 at 3:48 PM Version: Current State Version 2

CPE: 750/760/4684 Flight: 6/8/16 - 6/13/16 Total \$: \$19,000.00

Agency: TARGETED PLATFORM MEDIA Advertiser: Priorities Usa Action Total Spots: 7

650 Massachusetts Avenue, NW Product: TV Office: WASHINGTON Total CPP: \$0.00

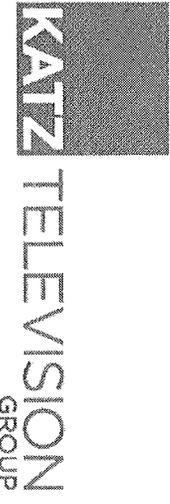
Washington, DC 20001 Agency Order #: 5108101 Buyer: Thompson, Katie Total GRP:

Salesperson: CHRISTIAN CAMBEIRO Con Type: POLITICAL/VOTE Separation:

202-955-5342 Assistant: CHRISTIAN CAMBEIRO

Comments: NEW POLITICAL ORDER - PLS CF - THANKS

#	Day/Time	DP	Program	Rate	A35P Rating	Len	6/8 - 6/8		Total Spots	Total \$	CPP	GRP
							6/8	6/8				
1	W-F,M 5a-5:30a		NEWS	\$1,550.00	0	60	2		2	\$3,100.00	\$0.00	0.0
2	W-F,M 5:30a-6a		NEWS	\$2,000.00	0	60	1		1	\$2,000.00	\$0.00	0.0
3	W-F,M 3p-4p		ELLEN	\$3,200.00	0	60	1		1	\$3,200.00	\$0.00	0.0
4	W-F,M 7p-7:30p		NEWS CHANNEL 8 @ 7PM	\$4,400.00	0	60	1		1	\$4,400.00	\$0.00	0.0
5	W-F,M 7:30p-8p		EXTRA	\$5,200.00	0	60	1		1	\$5,200.00	\$0.00	0.0
6	W-F,M 10a-11a		DAYTIME	\$1,100.00	0	60	1		1	\$1,100.00	\$0.00	0.0
<b>TOTALS:</b>							<b>7</b>		<b>7</b>	<b>\$19,000.00</b>	<b>\$0.00</b>	<b>0.0</b>



**Contract #** 25187353      **Changes as of:** 6/6/2016 at 3:48 PM      **Version:** Current State Version 2  
**CPE:** 750/760/4684      **Flight:** 6/8/16 - 6/13/16      **Total \$:** \$19,000.00  
**Agency:** TARGETED PLATFORM MEDIA      **Advertiser:** Priorities Usa Action      **Market:** Tampa-St. Petersburg      **Total Spots:** 7  
 650 Massachusetts Avenue, NW      **Product:** TV      **Office:** WASHINGTON      **Total CPP:** \$0.00  
 Washington, DC 20001      **Agency Order #:** 5108101      **Buyer:** Thompson, Katie      **Primary Demo:** Adults 35+      **Total GRP:**  
**Salesperson:** CHRISTIAN CAMBEIRO      **Con Type:** POLITICAL/VOTE      **Assistant:** CHRISTIAN CAMBEIRO      **Separation:**

Hit Listed Programs	Date/Time	Added by	Comment
	06/06/16 3:35 PM	CHRISTIAN CAMBEIRO	Separation: 30
	06/06/16 3:35 PM	CHRISTIAN CAMBEIRO	Separation: 30

**Order Level Comments**

**Competitive Information**

Market Budget:	\$105,556
WFLA Share:	18%
Comment:	
WFTS:	19%
WMOR:	1%
WSNN:	1%
WTOG:	1%
WTSP:	29%
WTTA:	4%
WTVT:	24%
Unknown:	3%

Daypart Summary				Monthly Summary	
Day/Time	% Distrib	Spots	Dollars	Month	Dollars
	100%	7	\$19,000.00	2016-Jun	\$19,000.00
<b>Total</b>	<b>100%</b>	<b>7</b>	<b>\$19,000.00</b>	<b>Total</b>	<b>\$19,000.00</b>

**Transaction History**

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	6/6/16 3:36 PM					\$0	\$0	
Revision New	6/6/16 3:32 PM	CHRISTIAN CAMBEIRO	Confirmed	10	3	\$0	\$19,000.00	Changes: Flight Start from 6/7/16 to 6/8/16, Total Spots from 10 to 7, Start Day Of The Week from Tuesday to Wednesday, Demo Meta to [R16], User Entered \$ from \$0.00 to \$19,000.00, Comments from Separation: 30 to NEW POLITICAL ORDER - PLS CF - THANKS. 6 buylines added or modified.

**Non-Discrimination Policy**  
 PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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



**WFLA**  
 200 S. Parker Street  
 Tampa, FL 33606  
 (813) 221-5771

<u>Contract / Revision</u> 874202 /		<u>Alt Order #</u> 25187353
<u>Product</u> TV		
<u>Contract Dates</u> 06/08/16 - 06/13/16		<u>Estimate #</u> 4684
<u>Advertiser</u> POL/Priorities USA Action		<u>Original Date / Revision</u> 06/06/16 / 06/06/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WFLA	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 750	<u>Product Code</u> 760
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Targeted Platform Media**  
 1291 Hollywood Avenue  
 Annapolis, MD 21403  
 USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	06/08/16	06/13/16	Local News @ 5a	5-530a		1:00				NM	2	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/08/16	06/14/16	M-WTF--				2	\$1,550.00				
N 2	WFLA	06/08/16	06/13/16	Local News @ 530a	530-558a		1:00				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/08/16	06/14/16	M-WTF--				1	\$2,000.00				
N 3	WFLA	06/08/16	06/13/16	M-F 3-4p	3-4p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/08/16	06/14/16	M-WTF--				1	\$3,200.00				
N 4	WFLA	06/08/16	06/13/16	Local 7p News	7-730p		1:00				NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/08/16	06/14/16	M-WTF--				1	\$4,400.00				
N 5	WFLA	06/08/16	06/13/16	M-F 730-8p	730-8p		1:00				NM	1	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/08/16	06/14/16	M-WTF--				1	\$5,200.00				
N 6	WFLA	06/08/16	06/13/16	M-F 10-11a	10-11a		1:00				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/08/16	06/14/16	M-WTF--				1	\$1,100.00				
<b>Totals</b>												7	\$19,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/30/16 -06/13/16	7	\$19,000.00	(\$2,850.00)	\$16,150.00
<b>Totals</b>	7	\$19,000.00	(\$2,850.00)	\$16,150.00

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

(\* 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.

LIN Television Corporation 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 LIN Television Corporation 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.