



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 650 Massachusetts Avenue, NW Washington, DC 20001		Advertiser: Priorities Usa Action		Station: WFLA Market: Tampa-St. Petersburg	
Product: TV		Agency Order #: 5108101		Office: WASHINGTON	
Buyer: Thompson, Kaite		Primary Demo: Adults 35+		Total CPP: \$0.00	
Salesperson: CHRISTIAN CAMBEIRO 202-955-5342		Con Type: POLITICAL/VOTE		Total GRP:	
		Assistant: CHRISTIAN CAMBEIRO 202-955-5342		Separation:	

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					
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
TOTALS:							7		7	\$19,000.00	\$0.00	0.0



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Agency: TARGETED PLATFORM MEDIA		Advertiser: Priorities Usa Action		Market: Tampa-St. Petersburg	
650 Massachusetts Avenue, NW		Product: TV		Office: WASHINGTON	
Washington, DC 20001		Agency Order #: 5108101		Primary Demo: Adults 35+	
		Buyer: Thompson, Katie		Con Type: POLITICAL/VOTE	
		Salesperson: CHRISTIAN CAMBEIRO		Assistant: CHRISTIAN CAMBEIRO	
		202-955-5342		Separation:	
				Total CPP: \$0.00	
				Total GRP:	

Hit Listed Programs	
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Order Level Comments		
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

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%							

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	6/6/16 3:36 PM					\$0
Revision	6/6/16 3:35 PM	CHRISTIAN CAMBEIRO	Confirmed		3	\$0
New	6/6/16 3:32 PM	CHRISTIAN CAMBEIRO	New	10		\$19,000.00

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

CONTRACT

And:

Targeted Platform Media
1291 Hollywood Avenue
Annapolis, MD 21403
USA

<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/Washington
<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>

*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					
Totals												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
Totals	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.