



<b>Contract #</b> 25151428		<b>Changes as of:</b> 5/27/2016 at 12:26 PM		<b>Version:</b> Current State Version 1	
<b>CPE:</b> //4560		<b>Flight:</b> 10/11/16 - 10/17/16		<b>Total \$:</b> \$97,460.00	
<b>Agency:</b> TARGETED PLATFORM MEDIA		<b>Advertiser:</b> Priorities Usa Action		<b>Total Spots:</b> 47	
1291 HOLLYWOOD AVENUE ANNAPOLIS, MD 21403		<b>Product:</b> ISSUE		<b>Total CPP:</b> \$0.00	
<b>Agency Order #:</b>		<b>Buyer:</b> Thompson, Katie		<b>Primary Demo:</b> Adults 35+	
		<b>Salesperson:</b> CHRISTIAN CAMBEIRO 202-955-5342		<b>Con Type:</b> POLITICAL/VOTE	
		<b>Assistant:</b> CHRISTIAN CAMBEIRO 202-955-5342		<b>Separation:</b>	

Comments: THIS IS A TAKOVER CONTRACT FROM COX EFFECTIVE 3/28/16

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/11 - 10/11		Total Spots	Total \$	CPP	GRP
							10/11	10/11				
1	Tu-F,M 11:35a-12:37a		TONIGHT SHOW	\$1,980.00	0.0	30	5		5	\$9,900.00	\$0.00	0.0
2	Tu-F,M 1:36a-2:05a		LAST CALL W/CARSON DALY	\$220.00	0.0	30	5		5	\$1,100.00	\$0.00	0.0
3	Tu-F,M 4p-5p		FIRST AT 4PM NEWS	\$1,100.00	0.0	30	5		5	\$5,500.00	\$0.00	0.0
4	Tu-F,M 6p-6:30p		NEWS	\$2,450.00	0.0	30	5		5	\$12,250.00	\$0.00	0.0
5	Tu-F,M 7p-7:30p		NEWS	\$1,350.00	0.0	30	5		5	\$6,750.00	\$0.00	0.0
6	Tu-F,M 7:30p-8p		EXTRA	\$1,100.00	0.0	30	5		5	\$5,500.00	\$0.00	0.0
7	M 10p-11p		BLINDSPOT	\$8,800.00	0.0	30	1		1	\$8,800.00	\$0.00	0.0
8	Sa 11:30a-1a		SNL	\$3,080.00	0.0	30	1		1	\$3,080.00	\$0.00	0.0
9	Sa 7a-8a		NEWS	\$550.00	0.0	30	2		2	\$1,100.00	\$0.00	0.0
10	Su 12n-1p		NOON NEWS	\$675.00	0.0	30	2		2	\$1,350.00	\$0.00	0.0
11	Su 7a-8a		NEWS	\$165.00	0.0	30	2		2	\$330.00	\$0.00	0.0
12	Su 9a-10a		NEWS	\$1,100.00	0.0	30	2		2	\$2,200.00	\$0.00	0.0
13	Tu-M 11p-11:35p		NEWS	\$4,400.00	0.0	30	5		5	\$22,000.00	\$0.00	0.0
14	W 10p-11p		CHICAGO PD	\$8,800.00	0.0	30	1		1	\$8,800.00	\$0.00	0.0
15	W 8p-9p		MYSTERIES OF LAURA	\$8,800.00	0.0	30	1		1	\$8,800.00	\$0.00	0.0
<b>TOTALS: 47</b>									<b>47</b>	<b>\$97,460.00</b>	<b>\$0.00</b>	<b>0.0</b>



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<b>CPE:</b> //4560		<b>Flight:</b> 10/11/16 - 10/17/16		<b>Total \$:</b> \$97,460.00	
<b>Agency:</b> TARGETED PLATFORM MEDIA 1291 HOLLYWOOD AVENUE ANNAPOLIS, MD 21403		<b>Advertiser:</b> Priorities Usa Action		<b>Market:</b> Tampa-St. Petersburg	
<b>Product:</b> ISSUE		<b>Office:</b> WASHINGTON		<b>Total Spots:</b> 47	
<b>Agency Order #:</b>		<b>Buyer:</b> Thompson, Katie <b>Salesperson:</b> CHRISTIAN CAMBEIRO 202-955-5342		<b>Primary Demo:</b> Adults 35+	
<b>Con Type:</b> POLITICAL/VOTE		<b>Assistant:</b> CHRISTIAN CAMBEIRO 202-955-5342		<b>Total CPE:</b> \$0.00	
<b>Separation:</b>		<b>Separation:</b>		<b>Total GRP:</b>	

Hit Listed Programs	
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Date/Time	Added by	Comment
04/16/16 10:54 AM	LAILA DAFTARI	THIS IS A TAKEOVER CONTRACT FROM COX EFFECTIVE 3/28/16

Competitive Information	
Market Budget:	\$97,460
WFLA Share:	100%
Comment:	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	47	\$97,460.00	N/A	0.0
Total	100%	47	\$97,460.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	47	\$97,460.00
Total	47	\$97,460.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	5/27/16 11:34 AM					\$0
New	4/16/16 10:54 AM	LAILA DAFTARI	Confirmed	47		\$97,460.00

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

# CONTRACT

<u>Contract / Revision</u> 870671 /		<u>Alt Order #</u> 25151428
<u>Product</u> ISSUE		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u> 4560
<u>Advertiser</u> POL/Priorities USA Action		<u>Original Date / Revision</u> 05/27/16 / 05/27/16
<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>	<u>Product Code</u>
<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	10/11/16	10/17/16	Tonight Show	Tonight Show		:30				NM	5	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				5	\$1,980.00				
N 2	WFLA	10/11/16	10/17/16	Last Call	M-F 137-205a		:30				NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				5	\$220.00				
N 3	WFLA	10/11/16	10/17/16	M-F 4-5p	4-5p		:30				NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				5	\$1,100.00				
N 4	WFLA	10/11/16	10/17/16	Local 6p News	6-630p		:30				NM	5	\$12,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				5	\$2,450.00				
N 5	WFLA	10/11/16	10/17/16	Local 7p News	7-730p		:30				NM	5	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				5	\$1,350.00				
N 6	WFLA	10/11/16	10/17/16	M-F 730-8p	730-8p		:30				NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				5	\$1,100.00				
N 7	WFLA	10/17/16	10/17/16	Mon 10p Blindspot	10-1059p		:30				NM	1	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				1	\$8,800.00				
N 8	WFLA	10/15/16	10/15/16	SNL	Sa 1130p-1a		:30				NM	1	\$3,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----S-				1	\$3,080.00				
N 9	WFLA	10/15/16	10/15/16	Local Sa 7a News	7-8a		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----S-				2	\$550.00				
N 10	WFLA	10/16/16	10/16/16	Su 12p News	12-1p		:30				NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----S				2	\$675.00				
N 11	WFLA	10/16/16	10/16/16	WFLA 7a News Su	Su 7-8a		:30				NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(\* 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.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
870671 /	25151428

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/16 - 10/17/16	ISSUE	4560

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Priorities USA Action	05/27/16 / 05/27/16

*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:		10/10/16	10/16/16	-----S				2	\$165.00				
N 12	WFLA	10/16/16	10/16/16	Local Su 9a News	9-10a		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----S				2	\$1,100.00				
N 13	WFLA	10/11/16	10/17/16	Late News M-Su	M-Su		:30				NM	5	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTFSS				5	\$4,400.00				
N 14	WFLA	10/12/16	10/12/16	Wed 10p Chicago PD	10-1059p		:30				NM	1	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--W----				1	\$8,800.00				
N 15	WFLA	10/12/16	10/12/16	Wed 8p Mysteries of Laura	8-9p		:30				NM	1	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--W----				1	\$8,800.00				
Totals												47	\$97,460.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/17/16	47	\$97,460.00	(\$14,619.00)	\$82,841.00
<b>Totals</b>	<b>47</b>	<b>\$97,460.00</b>	<b>(\$14,619.00)</b>	<b>\$82,841.00</b>

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

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