

CONTRACT



WPHL-TV
5001 Wynnefield Avenue
Philadelphia, PA 19131
(215) 878-1700

Contract / Revision 317907 / 11		Alt Order # 08234581
Product SANDERS 4 PRESIDNET		
Contract Dates 04/20/16 - 04/26/16		Estimate # 233
Advertiser Sanders B/D/US President		Original Date / Revision 04/21/16 / 04/21/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WPHL-TV	Account Executive Justin Votta	Sales Office NSO Washingto
Special Handling		
Demographic Adults 25+		
IDB#	Advertiser Code 3	Product Code 3
Agency Ref		Advertiser Ref

And:

Old Towne Media
PO Box 31150
Alexandria, VA 22310

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	17	04/22/16	04/22/16	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	----2--				2	\$225.00	0.00			
N 2	17	04/22/16	04/22/16	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	----1--				1	\$225.00	0.00			
N 3	17	04/22/16	04/22/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	----1--				1	\$225.00	0.00			
N 4	17	04/22/16	04/22/16	M-F 430p-5p	4:30 PM-5:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	----1--				1	\$225.00	0.00			
N 5	17	04/22/16	04/22/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	----1--				1	\$350.00	0.00			
N 6	17	04/22/16	04/22/16	M-F 9a-930a	9:00 AM-9:30 AM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	----1--				1	\$225.00	0.00			
N 7	17	04/25/16	04/25/16	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	2-----				2	\$225.00	0.00			
N 8	17	04/25/16	04/25/16	M-F 12p-1p	12:00 PM-1:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$225.00	0.00			
N 9	17	04/25/16	04/25/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$225.00	0.00			
N 10	17	04/25/16	04/25/16	M-F 4p-430p	4:00 PM-4:30 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$225.00	0.00			
N 11	17	04/25/16	04/25/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$350.00	0.00			
N 12	17	04/25/16	04/25/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$850.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
317907 /	08234581

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
04/20/16 - 04/26/16	SANDERS 4 PRESIDNE	233

<u>Advertiser</u>	<u>Original Date / Revision</u>
Sanders B/D/US President	04/21/16 / 04/21/16

*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>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$850.00	0.00			
N 13	17	04/25/16	04/25/16	M-F 9a-930a	9:00 AM-9:30 AM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$225.00	0.00			
N 14	17	04/25/16	04/25/16	M-F 930a-10a	9:30 AM-10:00 AM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$225.00	0.00			
N 15	17	04/23/16	04/23/16	Sa 12p-6p	5:00 PM-6:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	-----1-				1	\$250.00	0.00			
N 16	17	04/23/16	04/23/16	Sa 6p-7p	6:00 PM-7:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	-----1-				1	\$150.00	0.00			
N 17	17	04/23/16	04/23/16	Sa 7p-730p	7:00 PM-7:30 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	-----1-				1	\$700.00	0.00			
N 18	17	04/24/16	04/24/16	Su 1a-130a	1:00 AM-1:30 AM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	-----1				1	\$200.00	0.00			
N 19	17	04/24/16	04/24/16	Su 12a-1a	12:00 AM-1:00 AM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	-----1				1	\$200.00	0.00			
N 20	17	04/24/16	04/24/16	Su 7p-730p	7:00 PM-7:30 PM		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	-----2				2	\$750.00	0.00			
D 21	17	04/21/16	04/21/16	M-F 12p-1p	12:00 PM-1:00 PM		:30				NM	0	\$0.00
D 22	17	04/21/16	04/21/16	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	0	\$0.00
D 23	17	04/21/16	04/21/16	M-F 4p-430p	4:00 PM-4:30 PM		:30				NM	0	\$0.00
D 24	17	04/21/16	04/21/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	0	\$0.00
D 25	17	04/21/16	04/21/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	0	\$0.00
D 26	17	04/21/16	04/21/16	M-F 930a-10a	9:30 AM-10:00 AM		:30				NM	0	\$0.00
N 27	17	04/25/16	04/25/16	M-F 12p-1p	12:00 PM-1:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$225.00	0.00			
N 28	17	04/25/16	04/25/16	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$225.00	0.00			
N 29	17	04/25/16	04/25/16	M-F 4p-5p	4p-5p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$225.00	0.00			
N 30	17	04/25/16	04/25/16	M-F 9a-10a	9a-10a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/25/16	05/01/16	1-----				1	\$225.00	0.00			
N 31	17	04/24/16	04/24/16	Su Non-Net Prime Hour 1	8p-9p		:30				NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/16	04/24/16	-----S				2	\$725.00	0.00			
Totals										0.00		29	\$9,825.00

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<u>Advertiser</u>	<u>Original Date / Revision</u>
Sanders B/D/US Presiden	04/21/16 / 04/21/16

Time Period	# of Spots	Gross Amount	Net Amount
03/28/16 -04/24/16	16	\$6,150.00	\$5,227.50
04/25/16 -04/25/16	13	\$3,675.00	\$3,123.75
Totals	29	\$9,825.00	\$8,351.25

Signature: _____ **Date:** _____

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