

# CONTRACT



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

<u>Contract / Revision</u> 192013 /		<u>Alt Order #</u> WOC10769722
<u>Product</u> MCFARLANE FOR MAYOR		
<u>Contract Dates</u> 11/03/17 - 11/07/17		<u>Estimate #</u> 3252
<u>Advertiser</u> Nancy McFarlane Committee		<u>Original Date / Revision</u> 11/02/17 / 11/02/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTVD	<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>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Screen Strategies Media**  
**11150 Fairfax Blvd, Ste 505**  
**Fairfax, VA 20120**

385474

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	11/03/17	11/03/17	Eyewitness News @ 6a	6:00 AM-7:00 AM		:30				NM	2	\$1,730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	----2--				2	\$865.00				
2	WTVD	11/06/17	11/07/17	Eyewitness News @ 6a	6:00 AM-7:00 AM		:30				NM	4	\$3,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	22-----				4	\$865.00				
3	WTVD	11/03/17	11/03/17	Good Morning America	7:00 AM-9:00 AM		:30				NM	3	\$2,595.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	----3--				3	\$865.00				
4	WTVD	11/06/17	11/07/17	Good Morning America	7:00 AM-9:00 AM		:30				NM	6	\$5,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	33-----				6	\$865.00				
5	WTVD	11/03/17	11/04/17	Eyewitness News Sat @ 6a	6:00 AM-7:00 AM		:30				NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-----1-				1	\$260.00				
6	WTVD	11/03/17	11/04/17	Eyewitness News Sat @ 7a	7:00 AM-8:00 AM		:30				NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-----1-				1	\$285.00				
7	WTVD	11/03/17	11/04/17	GMA Saturday 8a-9a	8:00 AM-9:00 AM		: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:		10/30/17	11/05/17	-----2-				2	\$550.00				
8	WTVD	11/03/17	11/05/17	Eyewitness News Sun 6a-7a	6:00 AM-7:00 AM		:30				NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-----1				1	\$260.00				
9	WTVD	11/03/17	11/05/17	Eyewitness News Sun 7a-8a	7:00 AM-8:00 AM		:30				NM	2	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-----2				2	\$285.00				
10	WTVD	11/03/17	11/05/17	GMA Sunday 8a-9a	8:00 AM-9:00 AM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-----1				1	\$550.00				
11	WTVD	11/03/17	11/03/17	Eyewitness News @ Noon	12:00 PM-12:30 PM		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/03/17	11/03/17	-----1				1	\$335.00				

(\* 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 / Revision</u> 192013 /		<u>Alt Order #</u> WOC10769722
<u>Contract Dates</u> 11/03/17 - 11/07/17		<u>Product</u> MCFARLANE FOR MAY
<u>Advertiser</u> Nancy McFarlane Commi		<u>Estimate #</u> 3252
		<u>Original Date / Revision</u> 11/02/17 / 11/02/17

*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:		10/30/17	11/05/17	----1--				1	\$335.00				
12	WTVD	11/06/17	11/06/17	Eyewitness News @ Noon	12:00 PM-12:30 PM		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	1-----				1	\$335.00				
13	WTVD	11/03/17	11/03/17	Eyewitness News @ 1230p	12:30 PM-1:00 PM		:30				NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	----1--				1	\$310.00				
14	WTVD	11/06/17	11/06/17	Eyewitness News @ 1230p	12:30 PM-1:00 PM		:30				NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	1-----				1	\$310.00				
15	WTVD	11/03/17	11/05/17	Eyewitness News @ 9a	9:00 AM-10:00 AM		:30				NM	1	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-----1				1	\$455.00				
16	WTVD	11/03/17	11/05/17	Eyewitness News Sun 10a	10:00 AM-10:30 AM		:30				NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-----1				1	\$285.00				
17	WTVD	11/03/17	11/05/17	This Week w/George S	10:30 AM-11:30 AM		:30				NM	1	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-----1				1	\$455.00				
18	WTVD	11/03/17	11/03/17	Eyewitness News @ 5pm	5:00 PM-5:30 PM		:30				NM	1	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	---1--				1	\$760.00				
19	WTVD	11/06/17	11/06/17	Eyewitness News @ 5pm	5:00 PM-5:30 PM		:30				NM	1	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	1-----				1	\$760.00				
20	WTVD	11/03/17	11/03/17	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	----1--				1	\$650.00				
21	WTVD	11/06/17	11/06/17	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	1-----				1	\$650.00				
22	WTVD	11/03/17	11/03/17	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	----1--				1	\$850.00				
23	WTVD	11/06/17	11/06/17	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	1-----				1	\$850.00				
24	WTVD	11/06/17	11/06/17	Eyewitness News @ 11p	11:00 PM-11:35 PM		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/06/17	11/12/17	1-----				1	\$950.00				
25	WTVD	11/03/17	11/04/17	Late News	11:35 PM-12:00 AM		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-----1-				1	\$625.00				
26	WTVD	11/03/17	11/05/17	Eyewitness News @ 11p	11:00 PM-11:35 PM		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/30/17	11/05/17	-----1				1	\$950.00				
<b>Totals</b>								<b>0.00</b>				<b>39</b>	<b>\$25,530.00</b>

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<u>Advertiser</u> Nancy McFarlane Commit		<u>Original Date / Revision</u> 11/02/17 / 11/02/17

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Agency Comm.</u>	<u>Net Amount</u>
10/30/17 - 11/07/17	39	\$25,530.00	(\$3,829.50)	\$21,700.50
<b>Totals</b>	39	\$25,530.00	(\$3,829.50)	\$21,700.50

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

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