

CONTRACT



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

And:

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

<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>

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>				

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

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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				
Totals								0.00				39	\$25,530.00

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

Signature: _____ **Date:** _____

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