

16532  
FR: WA - MATTHEW WURM (H)  
TO: WAPK-TV  
REP HEADLINE# 8258008  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9382  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
MAY25/16 12.17  
\*\*\* WAPK-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP.# OFF.# SALESMAN #  
AGY # AGY. NAME TARGETED PLATFORM MEDIA LLC BUYER NAME KATIE THOMPSON  
1291 HOLLYWOOD AVE SALES PRSN WA- MATTHEW WURM (H)  
ANNAPOLIS, MD 21403

ORDER # CONTRACT # 8258008 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACT EST#4658 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG2/16 AUG8/16 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE MAY25/16 12.17

REP: NEW ORDER  
TTL \$220 @ 11X  
PLS CONFIRM  
THANKS JASMINE FOR MATT

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 750  
AGENCY PRODUCT CODE = 760

AGENCY EST# = 4658

1			500P-600P	30		\$20.00	8/2	8/5	2		TU-F	2
PROGRAM : CHIPS CON COM1: CHIPS												
2			600P-630P	30		\$20.00	8/2	8/5	2		TU-F	2
PROGRAM : MAMA'S FAMILY CON COM1: MAMA'S FAMILY												
3			630P-700P	30		\$20.00	8/2	8/5	3		TU-F	3
PROGRAM : GOOD DAY TRI-CITIES CON COM1: GOOD DAY TRI-CITIES												

May 25, 12:17 EDT by: root

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 MAY25/16 12.17  
 \*\*\* WAPK-TV \*\*\*

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPTS:

4			500P-600P	30		\$20.00	8/8	8/8	1		MON	1
PROGRAM : CHIPS												
CON COM1: CHIPS												
5			600P-630P	30		\$20.00	8/8	8/8	1		MON	1
PROGRAM : MAMA'S FAMILY												
CON COM1: MAMA'S FAMILY												
6			630P-700P	30		\$20.00	8/8	8/8	2		MON	2
PROGRAM : GOOD DAY TRI-CITIES												
CON COM1: GOOD DAY TRI-CITIES												

AUG/16 \$220.00

CONTRACT TOTAL \$220.00  
 TOTAL SPOTS 11

MARKET TOTALS \$1,157 WAPK 19% WJHL 30% WCYB 27% WKPT 4% WEMT 20% CYBW 0% CABL 0%

EJHL-17%  
 ACCURATE SHARES

SVC- NONE  
 DEMOS- RA35+\*

May 25, 12:17 EDT by: root

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**CONTRACT**

**WAPK-TV**  
 222 Commerce St  
 Kingsport, TN 37660  
 (423) 246-9578

MeTVtricitie.com

And:

**Targeted Platform Media LLC**  
 1291 Hollywood Ave  
 Annapolis, MD 21403

<u>Contract / Revision</u> 16532 /		<u>Alt Order #</u> 8258008
<u>Product</u> PRIORITIES USA ACT		
<u>Contract Dates</u> 08/02/16 - 08/08/16	<u>Estimate #</u> 4658	
<u>Advertiser</u> ISS / Priorities USA Action		<u>Original Date / Revision</u> 06/01/16 / 06/01/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAPK-TV	<u>Account Executive</u> Matthew Wurm	<u>Sales Office</u> HRP-WASHINGTON
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u> 760	<u>Product Code</u> 750
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WAPK	08/02/16	08/05/16	M-F 5p-6p CHIPS	5p-6p		:30			NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/01/16	08/07/16	-TWTF--				2	\$20.00			
N 2	WAPK	08/02/16	08/05/16	M-F 6p-630p MAMAS	6p-630p		:30			NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/01/16	08/07/16	-TWTF--				2	\$20.00			
N 3	WAPK	08/02/16	08/05/16	M-F 630p-7p GOOD	630p-7p		:30			NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/01/16	08/07/16	-TWTF--				3	\$20.00			
N 4	WAPK	08/08/16	08/08/16	M 5p-6p CHIPS	5p-6p		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/08/16	08/14/16	M-----				1	\$20.00			
N 5	WAPK	08/08/16	08/08/16	M 6p-630p MAMAS	6p-630p		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/08/16	08/14/16	M-----				1	\$20.00			
N 6	WAPK	08/08/16	08/08/16	M-F 630p-7p GOOD	630p-7p		:30			NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/08/16	08/14/16	M-----				2	\$20.00			
<b>Totals</b>											11	\$220.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/08/16	11	\$220.00	(\$33.00)	\$187.00
<b>Totals</b>	11	\$220.00	(\$33.00)	\$187.00

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

Nondiscrimination Policy: Holston Valley Broadcasting Corporation and WKPT-TV / WAPK-TV / WKPT-DT3 do not accept advertising that discriminates based on race or ethnicity. Any provision in any advertising agreement with intent to discriminate is deemed null and void as contrary to federal law.

# **AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b>	<b>Date:</b> 3/29/16
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I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

<p>Priorities USA Action</p>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: Priorities USA Action

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Campaign Name: Priorities USA Action  
Office Sought: U.S. Presidency  
General Election: November, 8th 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Greg Speed  
Executive Strategist: Anne Caprara  
Chief Strategist: Guy Cecil

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

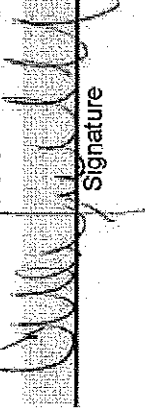
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

March 29th, 2016

Date



Signature

(202) 965-5060

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title