



REP: WA - MATTHEW WURM (H)  
 TO: WAPK-TV  
 REP HEADLINE# 8227635  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$  
 REP: TEL# 703-528-9382  
 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP  
 APR11/16 11.40  
 \*\*\* WAPK-TV \*\*\*  
 \*\*CHANGES\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4	NZ	600P-700P	30			\$20.00	10/22	10/22	1		SAT	1

PROGRAM : ADVENTURES OF SUPERMAN/BATMAN  
 CON COM1: ADVENTURES OF SUPERMAN/BATMAN

OCT/16 \$200.00

CONTRACT TOTAL \$200.00  
 TOTAL SPOTS 10

MARKET TOTALS \$4,000 WAPK 5% WJHL 34% WCYB 51% WKPT 3% WEMT 7% CYBW 0% CABL 0%

EYCB- 1%  
 EYHL- 4%  
 ACCURATE SHARES

SVC- NONE  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES I-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

FR: WA - MATTHEW WURM (H)  
 TO: WAPK-TV  
 REP HEADLINE# 8227635  
 \*\*\* ORIGINAL REV#0 \*\*\*  
 REP: TEL# 703-528-9382  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP  
 APR11/16 11.39  
 \*\*\* WAPK-TV \*\*\*  
 FAX# 703-516-9680

ADV # ADV. NAME ISS/PRIORITIES USA ACTION  
 AGY # AGY. NAME TARGETED PLATFORM MEDIA LLC  
 1291 HOLLYWOOD AVE  
 ANNAPOLIS, MD 21403  
 ORDER # CONTRACT # 8227635  
 CLASS: NATL. LOCAL REGIONAL  
 PRDCT PRIORITIES USA ACT EST#4561 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT18/16 OCT24/16 WK-1  
 CITY TAX STATE TAX CO-OP BILLING NEEDED  
 DATE APR11/16 11.39

REP: NEW ORDER  
 TTL \$200 @ 10X  
 PLS CONFIRM  
 THANKS JASMINE FOR MATL  
 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
1			800P-900P	30		\$20.00	10/21	10/21	1		FRI	1
PROGRAM : ANDY GRIFFITH SHOW/GILLIGANS ISLAND												
CON COM1 : ANDY GRIFFITH SHOW/GILLIGANS ISLAND												
2			1000P-1100P	30		\$20.00	10/22	10/22	2		SAT	2
PROGRAM : TWO & A HALF MEN												
CON COM1 : TWO & A HALF MEN												
3			1200M-100A	30		\$20.00	10/22	10/22	2		SAT	2
PROGRAM : EVERYBODY LOVES RAYMOND												
CON COM1 : EVERYBODY LOVES RAYMOND												

AGENCY ADVERTISER CODE = 750  
 AGENCY PRODUCT CODE = 760  
 AGENCY EST# = 4561

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

FR: WA - MATTHEW WURM (H)  
TO: WAPK-TV  
REP HEADLINE# 8227635  
\*\*\* ORIGINAL REV#0 \*\*\*  
REP: TEL# 703-528-9382  
FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
HARRIS REPORT FROM REP  
APR11/16 11.39  
\*\*\* WAPK-TV \*\*\*

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

4 600P-700P 30 \$20.00 10/22 10/22 1 SAT 1

PROGRAM : MIDDLE  
CON COM1 : MIDDLE

PROGRAM : STAR TREK: ORIGINAL  
CON COM1 : STAR TREK: ORIGINAL

5 900P-1000P 30 \$20.00 10/22 10/22 1 SAT 1

PROGRAM : ANDY GRIFFITH SHOW  
CON COM1 : ANDY GRIFFITH SHOW

6 700P-730P 30 \$20.00 10/23 10/23 1 SUN 1

PROGRAM : ANDY GRIFFITH SHOW  
CON COM1 : ANDY GRIFFITH SHOW

7 730P-800P 30 \$20.00 10/23 10/23 1 SUN 1

PROGRAM : ANDY GRIFFITH SHOW/GILLIGANS ISLAND  
CON COM1 : ANDY GRIFFITH SHOW/GILLIGANS ISLAND

8 800P-900P 30 \$20.00 10/20 10/20 1 THU 1

OCT/16 \$200.00

CONTRACT TOTAL  
TOTAL SPOTS

\$200.00  
10

MARKET TOTALS \$4,000

WAPK 5% WJHL 34% WCYB 51% WKPT 3% WENT 7% CYBW 0% CABL 0%

EYCB- 1%  
RJHL- 4%  
ACCURATE SHARES  
SVC- NONE  
DEMOS- RA35+\*

## CONTRACT



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

MeTVtricity.com

And:

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

<b>Contract / Revision</b> 16418 /		<b>Alt Order #</b> 8227635
<b>Product</b> PRIORITIES USA ACT		
<b>Contract Dates</b> 10/18/16 - 10/24/16	<b>Estimate #</b> 4561	
<b>Advertiser</b> ISS / Priorities USA Action		<b>Original Date / Revision</b> 05/10/16 / 05/10/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WAPK-TV	<b>Account Executive</b> Matthew Wurm	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
	750	760
<b>Agency Ref</b>	<b>Advertiser Ref</b>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WAPK	10/21/16	10/21/16	Fri Prime ANDY	8p-9p		:30			NM	1	\$20.00
		<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	----F--	1				\$20.00			
N 2	WAPK	10/22/16	10/22/16	Sa 10p-11p HORROR MOVIE	10p-11p		:30			NM	2	\$40.00
		<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	-----S-	2				\$20.00			
N 3	WAPK	10/22/16	10/22/16	Sa 12a-1a LOST IN SPACE	12a-1a		:30			NM	2	\$40.00
		<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	-----S-	2				\$20.00			
N 4	WAPK	10/22/16	10/22/16	Sat 6-7p SUPERMAN	6p-7p		:30			NM	1	\$20.00
		<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	-----S-	1				\$20.00			
N 5	WAPK	10/22/16	10/22/16	Sa 9p-10p STAR TREK	9p-10p		:30			NM	1	\$20.00
		<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	-----S-	1				\$20.00			
N 6	WAPK	10/23/16	10/23/16	Su 7p-730P ANDY	7p-730P		:30			NM	1	\$20.00
		<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	-----S	1				\$20.00			
N 7	WAPK	10/23/16	10/23/16	Su 730P-8ANDY	730P-8P		:30			NM	1	\$20.00
		<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	-----S	1				\$20.00			
N 8	WAPK	10/20/16	10/20/16	Thur Prime ANDY/GILLIAAN	8p-9p		:30			NM	1	\$20.00
		<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	---T---	1				\$20.00			
<b>Totals</b>											10	\$200.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/23/16	10	\$200.00	(\$30.00)	\$170.00
<b>Totals</b>	10	\$200.00	(\$30.00)	\$170.00

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

Nondiscrimination Policy: Houston 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> 2016
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I, **Targeted Platform Media, LLC**

do hereby request station time concerning the following issue:

Presidential General Election on November 8, 2016  
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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):

Presidential General Election to be held November 8, 2016

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

Priorities USA Action, 601 13th St NW, Washington, DC 20005 (202) 798-5902

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):

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

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

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

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

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):



**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 29, 2016

(202) 965-5060

Date

Signature

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title