

Advertiser: McMaster for Governor#: 2604
Agency: Access Media Services #:
Rep Firm: #:
Flight Dates 4 Weeks
5/21/2018 - 6/17/2018

Estimate: 1095
Campaign: Charlotte 2337
Category: POLITICAL CANDIDATE
AE: Michelle Hitchcock
National Sales Manager

Package Bill?:	No	Monthly Billing
Gross Total:	\$4,171.00	May 2018 \$1,252.00
Agency Net:	\$3,545.35	Jun 2018 \$2,919.00
Rep Firm Net:		Jul 2018 \$0.00
Total Spots:	505	Aug 2018 \$0.00
Average Cost:	\$8.26	Sep 2018 \$0.00
		Oct 2018 \$0.00
		Nov 2018 \$0.00
		Dec 2018 \$0.00
		Jan 2019 \$0.00
		Feb 2019 \$0.00
		Mar 2019 \$0.00
		Apr 2019 \$0.00
		May 2019 \$0.00
		Jun 2019 \$0.00

Billing Address:
Katy Carlson
Access Media Services
575 South Flower St
36th Floor
Los Angeles CA 90071

Schedule Part Number 1 of 1 Start Date:5/21/2018 Stop Date: 6/17/2018 Weeks: 4

Households: 2,347

In: Chesterfield

Instructions: 60

Network		Description	:00	Start	Stop	Daypart		Wk	M	T	W	Th	F	S	Sn	Rate	On	Off	Spots	Line Total
1	ESPN	Around the Horn, Pardon the Interruption, SportsCenter, Live Sports, Baseball Tonight	:30	5/21/2018	5/27/2018	4:00p	7:00p	14	x	x	x	x	x	x	x	\$8.00			14	\$112.00
2	ESPN	Around the Horn, Pardon the Interruption, SportsCenter, Live Sports, Baseball Tonight	:30	5/28/2018	6/3/2018	4:00p	7:00p	14	x	x	x	x	x	x	x	\$8.00			14	\$112.00
3	ESPN	Around the Horn, Pardon the Interruption, SportsCenter, Live Sports, Baseball Tonight	:30	6/4/2018	6/10/2018	4:00p	7:00p	14	x	x	x	x	x	x	x	\$8.00			14	\$112.00
4	ESPN	Around the Horn, Pardon the Interruption, SportsCenter, Live Sports, Baseball Tonight	:30	6/11/2018	6/17/2018	4:00p	7:00p	3	x	x						\$8.00			3	\$24.00
5	ESPN	SportsCenter, Live Sports, 30 for 30, We The Fans, NBA Countdown	:30	5/21/2018	5/27/2018	7:00p	12:00a	15	x	x	x	x	x	x	x	\$12.00			15	\$180.00
6	ESPN	SportsCenter, Live Sports, 30 for 30, We The Fans, NBA Countdown	:30	5/28/2018	6/3/2018	7:00p	12:00a	15	x	x	x	x	x	x	x	\$12.00			15	\$180.00
7	ESPN	SportsCenter, Live Sports, 30 for 30, We The Fans, NBA Countdown	:30	6/4/2018	6/10/2018	7:00p	12:00a	15	x	x	x	x	x	x	x	\$12.00			15	\$180.00
8	ESPN	SportsCenter, Live Sports, 30 for 30, We The Fans, NBA Countdown	:30	6/11/2018	6/17/2018	7:00p	12:00a	5	x							\$12.00			5	\$60.00
9	HGTV	Flea Market Flip, Buying and Selling, Property Brothers, Hunters Int'l, Fixer Upper, Good Bones	:30	5/21/2018	5/27/2018	9:00a	4:00p	20	x	x	x	x	x	x	x	\$4.00			20	\$80.00

Prime Media

A Visual Communications Company

Cable Television Advertising Agreement McMaster for Governor 3S4|8Q|1

Network Description			:00	Start	Stop	Daypart		Wk	M	T	W	Th	F	S	Sn	Rate	On	Off	Spots	Line Total
10		HGTV	Flea Market Flip, Buying and Selling, Property Brothers, Hunters Int'l, Fixer Upper, Good Bones	:30	5/28/2018	6/3/2018	9:00a	4:00p	20	x	x	x	x	x	x	\$4.00			20	\$80.00
11		HGTV	Flea Market Flip, Buying and Selling, Property Brothers, Hunters Int'l, Fixer Upper, Good Bones	:30	6/4/2018	6/10/2018	9:00a	4:00p	20	x	x	x	x	x	x	\$4.00			20	\$80.00
12		HGTV	Flea Market Flip, Buying and Selling, Property Brothers, Hunters Int'l, Fixer Upper, Good Bones	:30	6/11/2018	6/17/2018	9:00a	4:00p	12	x	x					\$4.00			12	\$48.00
13		HGTV	Flip or Flop, House Hunters, Love It or List It, Property Brothers	:30	5/21/2018	5/27/2018	4:00p	7:00p	10	x	x	x	x	x	x	\$7.00			10	\$70.00
14		HGTV	Flip or Flop, House Hunters, Love It or List It, Property Brothers	:30	5/28/2018	6/3/2018	4:00p	7:00p	10	x	x	x	x	x	x	\$7.00			10	\$70.00
15		HGTV	Flip or Flop, House Hunters, Love It or List It, Property Brothers	:30	6/4/2018	6/10/2018	4:00p	7:00p	10	x	x	x	x	x	x	\$7.00			10	\$70.00
16		HGTV	Flip or Flop, House Hunters, Love It or List It, Property Brothers	:30	6/11/2018	6/17/2018	4:00p	7:00p	3	x	x					\$7.00			3	\$21.00
17		HGTV	Fixer Upper, Property Brothers, Flip or Flop, House Hunters, Masters of Flip, Listed Sisters	:30	5/21/2018	5/27/2018	7:00p	12:00a	21	x	x	x	x	x	x	\$10.00			21	\$210.00
18		HGTV	Fixer Upper, Property Brothers, Flip or Flop, House Hunters, Masters of Flip, Listed Sisters	:30	5/28/2018	6/3/2018	7:00p	12:00a	21	x	x	x	x	x	x	\$10.00			21	\$210.00
19		HGTV	Fixer Upper, Property Brothers, Flip or Flop, House Hunters, Masters of Flip, Listed Sisters	:30	6/4/2018	6/10/2018	7:00p	12:00a	21	x	x	x	x	x	x	\$10.00			21	\$210.00
20		HGTV	Fixer Upper, Property Brothers, Flip or Flop, House Hunters, Masters of Flip, Listed Sisters	:30	6/11/2018	6/17/2018	7:00p	12:00a	5	x						\$10.00			5	\$50.00
21		HIST	Counting Cars, American Pickers, Pawn Stars, Swamp People, Alone	:30	5/21/2018	5/27/2018	4:00p	7:00p	10	x	x	x	x	x	x	\$8.00			10	\$80.00
22		HIST	Counting Cars, American Pickers, Pawn Stars, Swamp People, Alone	:30	5/28/2018	6/3/2018	4:00p	7:00p	10	x	x	x	x	x	x	\$8.00			10	\$80.00
23		HIST	Counting Cars, American Pickers, Pawn Stars, Swamp People, Alone	:30	6/4/2018	6/10/2018	4:00p	7:00p	10	x	x	x	x	x	x	\$8.00			10	\$80.00
24		HIST	Counting Cars, American Pickers, Pawn Stars, Swamp People, Alone	:30	6/11/2018	6/17/2018	4:00p	7:00p	3	x	x					\$8.00			3	\$24.00
25		HIST	Counting Cars, American Pickers, Pawn Stars, Alone, Ancient Aliens, Car Hunters	:30	5/21/2018	5/27/2018	7:00p	12:00a	15	x	x	x	x	x	x	\$12.00			15	\$180.00
26		HIST	Counting Cars, American Pickers, Pawn Stars, Alone, Ancient Aliens, Car Hunters	:30	5/28/2018	6/3/2018	7:00p	12:00a	15	x	x	x	x	x	x	\$12.00			15	\$180.00

Prime Media

A Visual Communications Company

Cable Television Advertising Agreement McMaster for Governor 3S4|8Q|1

Network Description			:00	Start	Stop	Daypart		Wk	M	T	W	Th	F	S	Sn	Rate	On	Off	Spots	Line Total	
27		HIST	Counting Cars, American Pickers, Pawn Stars, Alone, Ancient Aliens, Car Hunters	:30	6/4/2018	6/10/2018	7:00p	12:00a	15	x	x	x	x	x	x	\$12.00			15	\$180.00	
28		HIST	Counting Cars, American Pickers, Pawn Stars, Alone, Ancient Aliens, Car Hunters	:30	6/11/2018	6/17/2018	7:00p	12:00a	5	x						\$12.00			5	\$60.00	
29		USA	Chrisley Knows Best, Motive, NCIS, Law & Order, Movies	:30	5/21/2018	5/27/2018	9:00a	4:00p	20	x	x	x	x	x	x	\$4.00			20	\$80.00	
30		USA	Chrisley Knows Best, Motive, NCIS, Law & Order, Movies	:30	5/28/2018	6/3/2018	9:00a	4:00p	20	x	x	x	x	x	x	\$4.00			20	\$80.00	
31		USA	Chrisley Knows Best, Motive, NCIS, Law & Order, Movies	:30	6/4/2018	6/10/2018	9:00a	4:00p	20	x	x	x	x	x	x	\$4.00			20	\$80.00	
32		USA	Chrisley Knows Best, Motive, NCIS, Law & Order, Movies	:30	6/11/2018	6/17/2018	9:00a	4:00p	11	x	x					\$4.00			11	\$44.00	
33		USA	Law & Order, Blindspot, Modern Family, NCIS	:30	5/21/2018	5/27/2018	4:00p	7:00p	10	x	x	x	x	x	x	\$8.00			10	\$80.00	
34		USA	Law & Order, Blindspot, Modern Family, NCIS	:30	5/28/2018	6/3/2018	4:00p	7:00p	10	x	x	x	x	x	x	\$8.00			10	\$80.00	
35		USA	Law & Order, Blindspot, Modern Family, NCIS	:30	6/4/2018	6/10/2018	4:00p	7:00p	10	x	x	x	x	x	x	\$8.00			10	\$80.00	
36		USA	Law & Order, Blindspot, Modern Family, NCIS	:30	6/11/2018	6/17/2018	4:00p	7:00p	3	x	x					\$8.00			3	\$24.00	
37		USA	Law & Order: SVU, Modern Family, NCIS, Movies, Chrisley Knows Best	:30	5/21/2018	5/27/2018	7:00p	12:00a	15	x	x	x	x	x	x	\$12.00			15	\$180.00	
38		USA	Law & Order: SVU, Modern Family, NCIS, Movies, Chrisley Knows Best	:30	5/28/2018	6/3/2018	7:00p	12:00a	15	x	x	x	x	x	x	\$12.00			15	\$180.00	
39		USA	Law & Order: SVU, Modern Family, NCIS, Movies, Chrisley Knows Best	:30	6/4/2018	6/10/2018	7:00p	12:00a	15	x	x	x	x	x	x	\$12.00			15	\$180.00	
40		USA	Law & Order: SVU, Modern Family, NCIS, Movies, Chrisley Knows Best	:30	6/11/2018	6/17/2018	7:00p	12:00a	5	x						\$12.00			5	\$60.00	

Part Total: \$4,171.00

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Cable Television Advertising Agreement McMaster for Governor 3S4|8Q|1

Network	Description	:00	Start	Stop	Daypart	Wk	M	T	W	Th	F	S	Sn	Rate	On	Off	Spots	Line Total
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Campaign Summary

Total Ads	505
Average Cost of Ads	\$8.26

Total Package Value

Cost of Advertising	\$4,171.00
Agency Commission	-\$625.65
Campaign Cost	\$3,545.35

Acceptance by Advertiser or
Agency:

Title:

Date:

Acceptance (PMPI):

Title:

Date:

Terms and Conditions

5/14/2018 McMaster for Governor Contract: 3S4|8Q|1

Prime Media Productions, Inc., hereinafter referred to as Prime Media having as its place of business, 20173 IWIP Road, Smithfield, Virginia, and the signatory below identified as Advertiser (“Advertiser”) and/or the signatory below identified as Agency (“Agency”) hereby agree that this contract shall be governed by the following terms and conditions:

i. SUBJECT OF THE AGREEMENT:

Subject to the terms and conditions set forth herein, Prime Media agrees to deliver the online or television advertisements or commercials or programs as described in the attached addendum with schedule and traffic instructions. The parties agree that each schedule attached shall constitute a separate, distinct, and independent contractual obligation of Advertise/Agency which shall incorporate the terms and conditions of this Master Agreement.

ii. PAYMENT:

All payments for Online or Television Advertisements, Commercials or Programs run shall be paid no later than the 30th day following the date of the invoice. If Advertiser has acted through an Agency, the Agency agrees to pay all invoices, due by the 60th day following the date of the invoice. Both Advertiser and Agency agree that they shall pay all fees incurred for collection of monies owed under this contract including but not limited to court costs, service fees, collection agency fees and reasonable attorneys’ fees. All accounts are subject to a finance charge equal to 1.5% per month or 18% per year on past due balances.

iii. PREEMPTIONS AND OTHER FAILURES TO CABLECAST

Prime Media shall have the right, in its sole discretion, to cancel the online advertising or cablecast of any Commercial(s) or Program(s), or any portion thereof, covered by this contract for any reason whatsoever. Prime Media will put forth its best efforts to see that the fulfillment of online ads and television commercials or programs is executed as prescribed by the attached traffic schedule but cannot guarantee exact times or day parts. Prime Media shall have the right to bill for scheduled commercials that fall outside the scheduled times as long as they fall within similar programming and day parts.

iv. CABLECAST MATERIALS:

All information, materials and talent which Agency or Advertiser provides to Prime Media to be cablecast or utilized for online advertising pursuant to this agreement shall be supplied to Prime Media at no cost or expense. Both Agency and Advertiser warrant that they have thoroughly examined said commercials and advertising materials and find them to be satisfactory to them and ready for utilization in advertisements online or on television. Both Agency and/or Advertiser warrant to Prime Media that (1) all licensing fees, copyright fees, talents fees and all other fees and or royalties have been paid and(2) they are fully authorized and licensed to use the names, portraits and or pictures of persons contained therein or have secured the rights by license or otherwise to use all copyrighted materials, including cablecast, internet, and reproduction rights; and (3) are authorized and licensed to use any testimonials contained therein and furthermore agree to indemnify and hold harmless Prime Media from any claims or fees associated with the production of said advertisement(s).

v. PRODUCTION:

If Prime Media has been contracted to produce a commercial or online advertisement for said Advertiser or Agency, both Agency and Advertiser agree that they have thoroughly inspected and viewed the produced item prior to its execution through cablecasting or online advertising, that is satisfactory to them and, evidenced by a signed release, they fully and totally accept the advertisement as produced. The parties further agree to indemnify Prime Media for any and all claims including but not limited to claims of false advertising, defamation , libel, slander, personal injury, invasion of privacy or any other claim whatsoever associated with either the production of or public display of said produced advertisement.

vi. OTHER PROVISIONS:

- (i) This contract and all the parties’ obligations hereunder are subject to the terms and conditions of licenses and agreements that Prime Media has with its local cable providers. This contract is also subject to all applicable federal, state and local laws and regulations now in force or hereunder enacted, including but not limited to the rules, regulations, rulings, decisions and policies of the Federal Communications Commission.
- (ii) This contract shall be governed and construed in accordance with the laws of the Commonwealth of Virginia and Agency and Advertiser consent to jurisdiction and venue in the courts –federal, state, and local- located in the Commonwealth of Virginia for the resolution of any disputes that may arise hereunder.
- (iii) This contract contains the entire understanding of the parties with respect to the subject matter thereof and supersedes all previous agreements or understandings with respect thereto and shall not be modified except in writing.
- (iv) If any provision of this contract, as applied to any part or to any circumstances, shall be judged by a court to be void and unenforceable, such adjudication shall not affect the validity of enforceability of any other provision of this contract.
- (v) This agreement may be executed in counterparts and by facsimile.
- (vi) This agreement carries with it no rights of renewal by any party hereto.

FOR: Prime Media Productions, Inc. _____

FOR: Advertiser/Agency _____

Print Name: _____

Dated this _____ day on the month of _____ of 20_____.

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____