



WFLA
200 S. Parker Street
Tampa, FL 33606
(813) 221-5771

CONTRACT

<u>Contract / Revision</u> 955033 /		<u>Alt Order #</u> 25331552
<u>Product</u> BROADCAST		
<u>Contract Dates</u> 10/18/16 - 11/08/16	<u>Estimate #</u> 4884	
<u>Advertiser</u> POL/Dana Young for Senate/FRSCC		<u>Original Date / Revision</u> 10/17/16 / 10/18/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFLA	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u> 1177	<u>Product 1/2</u> 1769
<u>Agency Ref</u> IN9370/IN11002/IN141		<u>Advertiser Ref</u>

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	10/24/16	11/04/16	Local News @ 6a	558-7a		:30				NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	MTWTF--				5	\$300.00				
	Week:	10/31/16	11/06/16	MTWTF--				5	\$300.00				
N 2	WFLA	10/24/16	11/04/16	Today Show	657-9a		:30				NM	20	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	MTWTF--				10	\$1,400.00				
	Week:	10/31/16	11/06/16	MTWTF--				10	\$1,400.00				
N 3	WFLA	10/24/16	11/04/16	Today Show 2	9-10a		:30				NM	16	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	MTWTF--				8	\$700.00				
	Week:	10/31/16	11/06/16	MTWTF--				8	\$700.00				
N 4	WFLA	10/24/16	11/04/16	Days of Our Lives	1258-4p		:30				NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	MTWTF--				5	\$500.00				
	Week:	10/31/16	11/06/16	MTWTF--				5	\$500.00				
N 5	WFLA	10/24/16	11/04/16	Local 6p News	6-630p		:30				NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	MTWTF--				5	\$600.00				
	Week:	10/31/16	11/06/16	MTWTF--				5	\$600.00				
N 6	WFLA	10/24/16	11/04/16	NBC Nightly News WKDY	630-7p		:30				NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	MTWTF--				5	\$1,500.00				
	Week:	10/31/16	11/06/16	MTWTF--				5	\$1,500.00				
N 7	WFLA	10/24/16	11/04/16	Local 7p News	7-730p		:30				NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	MTWTF--				5	\$300.00				
	Week:	10/31/16	11/06/16	MTWTF--				5	\$300.00				
N 8	WFLA	10/24/16	11/04/16	Late News M-Su	M-Su		:30				NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	MTWTF--				5	\$600.00				
	Week:	10/31/16	11/06/16	MTWTF--				5	\$600.00				

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

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<u>Contract / Revision</u> 955033 /		<u>Alt Order #</u> 25331552
<u>Contract Dates</u> 10/18/16 - 11/08/16	<u>Product</u> BROADCAST	<u>Estimate #</u> 4884
<u>Advertiser</u> POL/Dana Young for Sen		<u>Original Date / Revision</u> 10/17/16 / 10/18/16

*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>				
N 9	WFLA	10/29/16	11/05/16	Today Show Sa	657-10a		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$700.00				
Week:		10/31/16	11/06/16	-----S-				1	\$700.00				
N 10	WFLA	10/29/16	11/05/16	Sa 6p News	6-630p		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$650.00				
Week:		10/31/16	11/06/16	-----S-				1	\$650.00				
N 11	WFLA	10/30/16	11/06/16	Today Show Su	8-9a		:30				NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$850.00				
Week:		10/31/16	11/06/16	-----S				1	\$850.00				
N 12	WFLA	10/30/16	11/06/16	Local Su 9a News	9-10a		:30				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				2	\$125.00				
Week:		10/31/16	11/06/16	-----S				2	\$125.00				
N 13	WFLA	10/30/16	11/06/16	Su 6p News	6-630p		:30				NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$850.00				
Week:		10/31/16	11/06/16	-----S				1	\$850.00				
N 14	WFLA	10/30/16	11/06/16	NFL Reg Season FB	NFL Reg Season F		:30				NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$7,500.00				
Week:		10/31/16	11/06/16	-----S				1	\$7,500.00				
N 15	WFLA	10/24/16	10/31/16	Mon 8-10p The Voice	8-10p		:30				NM	4	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				2	\$10,000.00				
Week:		10/31/16	11/06/16	M-----				2	\$10,000.00				
N 16	WFLA	10/25/16	11/01/16	Tue 8p The Voice	8-9p		:30				NM	2	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$5,500.00				
Week:		10/31/16	11/06/16	-T-----				1	\$5,500.00				
N 17	WFLA	10/24/16	10/31/16	Mon 10p Timeless	10-1059p		:30				NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$5,000.00				
Week:		10/31/16	11/06/16	M-----				1	\$5,000.00				
N 18	WFLA	10/27/16	11/03/16	Thur 8p Super/Good Place	8-9p		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$2,000.00				
Week:		10/31/16	11/06/16	---T---				1	\$2,000.00				
N 19	WFLA	10/27/16	11/03/16	Thur 10p Blacklist	10-11p		:30				NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$5,000.00				
Week:		10/31/16	11/06/16	---T---				1	\$5,000.00				
N 20	WFLA	10/28/16	11/04/16	Fri 10p Dateline	10-11p		:30				NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$4,000.00				
Week:		10/31/16	11/06/16	----F--				1	\$4,000.00				

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 21	WFLA	10/29/16	11/05/16	Notre Dame Football	Various		:30				NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	-----S-				1	\$675.00				
	Week:	10/31/16	11/06/16	-----S-				1	\$675.00				
N 22	WFLA	10/29/16	11/05/16	Notre Dame Football	Various		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	-----S-				1	\$2,000.00				
	Week:	10/31/16	11/06/16	-----S-				1	\$2,000.00				
N 23	WFLA	10/29/16	11/05/16	SNL	Sa 1130p-1a		:30				NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	-----S-				1	\$1,400.00				
	Week:	10/31/16	11/06/16	-----S-				1	\$1,400.00				
N 24	WFLA	10/18/16	10/21/16	Local News @ 6a	558-7a		:30				NM	4	\$1,200.00
		<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	-TWTF--				4	\$300.00				
N 25	WFLA	10/18/16	10/21/16	Today Show	657-9a		:30				NM	4	\$8,000.00
		<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	-TWTF--				4	\$2,000.00				
N 26	WFLA	10/18/16	10/21/16	Today Show 2	9-10a		:30				NM	6	\$7,950.00
		<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	-TWTF--				6	\$1,325.00				
N 27	WFLA	10/18/16	10/21/16	Days of Our Lives	1258-4p		:30				NM	4	\$760.00
		<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	-TWTF--				4	\$190.00				
N 28	WFLA	10/18/16	10/21/16	Local 6p News	6-630p		:30				NM	4	\$4,400.00
		<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	-TWTF--				4	\$1,100.00				
N 29	WFLA	10/18/16	10/21/16	Local 7p News	7-730p		:30				NM	1	\$1,350.00
		<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	-TWTF--				1	\$1,350.00				
N 30	WFLA	10/18/16	10/21/16	Late News M-Su	11-1135p		:30				NM	4	\$2,800.00
		<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	-TWTF--				4	\$700.00				
N 31	WFLA	10/22/16	10/22/16	Today Show Sa	657-10a		:30				NM	1	\$700.00
		<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	\$700.00				
N 32	WFLA	10/22/16	10/22/16	Sa 6p News	6-630p		:30				NM	1	\$800.00
		<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	\$800.00				
N 33	WFLA	10/23/16	10/23/16	Today Show Su	8-9a		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	-----S				1	\$850.00				
N 34	WFLA	10/23/16	10/23/16	Local Su 9a News	9-10a		:30				NM	2	\$900.00
		<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	\$450.00				
N 35	WFLA	10/23/16	10/23/16	Su 6p News	6-630p		:30				NM	1	\$1,100.00
		<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	\$1,100.00				
N 36	WFLA	10/23/16	10/23/16	NFL Reg Season FB	NFL Reg Season F		:30				NM	1	\$7,700.00

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		<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	\$7,700.00				
N 37	WFLA	10/18/16	10/18/16	Tue 8p The Voice	8-9p		:30				NM	1	\$9,000.00
		<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	\$9,000.00				
N 38	WFLA	10/20/16	10/20/16	Thur 8p Super/Good Place	8-9p		:30				NM	1	\$3,000.00
		<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	\$3,000.00				
N 39	WFLA	10/20/16	10/20/16	Thur 10p Blacklist	10-11p		:30				NM	1	\$7,000.00
		<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	\$7,000.00				
N 40	WFLA	10/21/16	10/21/16	Fri 9-11p Dateline	9-11p		:30				NM	1	\$1,075.00
		<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	\$1,075.00				
N 41	WFLA	10/22/16	10/22/16	Sat 8p Superstore	8-9p		:30				NM	1	\$900.00
		<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	\$900.00				
N 42	WFLA	10/22/16	10/22/16	Sat 830-11p NBC Movie	8-11p		:30				NM	1	\$400.00
		<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	\$400.00				
N 43	WFLA	10/22/16	10/22/16	SNL	Sa 1130p-1a		:30				NM	1	\$2,000.00
		<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	\$2,000.00				
N 44	WFLA	11/07/16	11/08/16	Local News @ 6a	558-7a		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	MT-----				2	\$300.00				
N 45	WFLA	11/07/16	11/08/16	Today Show	657-9a		:30				NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	MT-----				4	\$1,400.00				
N 46	WFLA	11/07/16	11/08/16	Today Show 2	9-10a		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	MT-----				3	\$700.00				
N 47	WFLA	11/07/16	11/07/16	Days of Our Lives	1258-4p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$500.00				
N 48	WFLA	11/07/16	11/07/16	Local 6p News	6-630p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$600.00				
N 49	WFLA	11/07/16	11/07/16	NBC Nightly News WKDY	630-7p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$1,500.00				
N 50	WFLA	11/07/16	11/07/16	Local 7p News	7-730p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$300.00				
N 51	WFLA	11/07/16	11/07/16	Late News M-Su	M-Su		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$600.00				
N 52	WFLA	11/07/16	11/07/16	Mon 8-10p The Voice	8-10p		:30				NM	2	\$20,000.00
		<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)

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.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WFLA
200 S. Parker Street
Tampa, FL 33606
(813) 221-5771

<u>Contract / Revision</u>	<u>Alt Order #</u>
955033 /	25331552

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/18/16 - 11/08/16	BROADCAST	4884

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Dana Young for Sen	10/17/16 / 10/18/16

*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:		11/07/16	11/13/16	M-----				2	\$10,000.00				
N 53	WFLA	11/07/16	11/07/16	Mon 10p Blindspot	10-1059p		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$5,000.00				
N 54	WFLA	10/18/16	10/21/16	Local News @ 11a	Local News @ 11a		:30				NM	1	\$70.00
		<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	-TWTF--				1	\$70.00				
N 55	WFLA	10/18/16	10/21/16	Early Today	4-430a		: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	-TWTF--				1	\$20.00				
Totals								0.00				190	\$288,725.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	108	\$156,950.00	(\$23,542.50)	\$133,407.50
10/31/16 - 11/08/16	82	\$131,775.00	(\$19,766.25)	\$112,008.75
Totals	190	\$288,725.00	(\$43,308.75)	\$245,416.25

Signature: _____ **Date:** _____

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