

CONTRACT



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

And:

National Media, Inc.
815 Slaters Lane
Alexandria, VA 22314

| | | |
|--|---|--|
| <u>Contract / Revision</u> 151342 / | | <u>Alt Order #</u> WOC10487497 |
| <u>Product</u> THE RICHARD BURR COMMITTEE (CF) | | |
| <u>Contract Dates</u> 10/18/16 - 10/24/16 | <u>Estimate #</u> 475 894 8355 | |
| <u>Advertiser</u> Richard Burr Committee | | <u>Original Date / Revision</u> 10/17/16 / 10/17/16 |
| <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> 475 | <u>Product 1/2</u> 894 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

360331

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------------|-------------------|------|--------|-------------------|-------------|-----|------|-------|-------------|
| 1 | WTVD | 10/18/16 | 10/24/16 | Eyewitness News @ 530am | 5:30 AM-6:00 AM | | :30 | | | | NM | 5 | \$3,325.00 |
| | | <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 | - 1111-- | | | | 4 | \$665.00 | | | | |
| Week: | | 10/24/16 | 10/30/16 | 1----- | | | | 1 | \$665.00 | | | | |
| 2 | WTVD | 10/18/16 | 10/24/16 | Eyewitness News @ 6a | 6:00 AM-7:00 AM | | :30 | | | | NM | 10 | \$12,350.00 |
| | | <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 | - 2222-- | | | | 8 | \$1,235.00 | | | | |
| Week: | | 10/24/16 | 10/30/16 | 2----- | | | | 2 | \$1,235.00 | | | | |
| 3 | WTVD | 10/18/16 | 10/24/16 | Good Morning America | 7:00 AM-9:00 AM | | :30 | | | | NM | 12 | \$14,820.00 |
| | | <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 | - 2323-- | | | | 10 | \$1,235.00 | | | | |
| Week: | | 10/24/16 | 10/30/16 | 2----- | | | | 2 | \$1,235.00 | | | | |
| 4 | WTVD | 10/18/16 | 10/22/16 | Eyewitness News Sat @7a | 7:00 AM-8:00 AM | | :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 | -----1- | | | | 1 | \$400.00 | | | | |
| 5 | WTVD | 10/18/16 | 10/22/16 | GMA Saturday 8a-9a | 8:00 AM-9:00 AM | | :30 | | | | NM | 1 | \$570.00 |
| | | <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 | -----1- | | | | 1 | \$570.00 | | | | |
| 6 | WTVD | 10/18/16 | 10/22/16 | Eyewitness News Sat 9a-10 | 9:00 AM-10:00 AM | | :30 | | | | NM | 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 | -----1- | | | | 1 | \$350.00 | | | | |
| 7 | WTVD | 10/18/16 | 10/23/16 | Eyewitness News Sun 7a-8a | 7:00 AM-8:00 AM | | :30 | | | | NM | 1 | \$450.00 |
| | | <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 | -----1 | | | | 1 | \$450.00 | | | | |
| 8 | WTVD | 10/18/16 | 10/23/16 | GMA Sunday 8a-9a | 8:00 AM-9:00 AM | | :30 | | | | NM | 1 | \$570.00 |
| | | <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 | -----1 | | | | 1 | \$570.00 | | | | |
| 9 | WTVD | 10/18/16 | 10/23/16 | Eyewitness News @ 9a | 9:00 AM-10:00 AM | | :30 | | | | NM | 1 | \$250.00 |
| | | <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 | -----1 | | | | 1 | \$250.00 | | | | |
| 10 | WTVD | 10/18/16 | 10/23/16 | Eyewitness News Sun 10a | 10:00 AM-10:30 AM | | :30 | | | | NM | 1 | \$300.00 |
| | | <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 | -----1 | | | | 1 | \$300.00 | | | | |

(* 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.



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Durham, NC 27701
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| | | |
|--|--------------------------------------|--|
| <u>Contract / Revision</u> 151342 / | | <u>Alt Order #</u> WOC10487497 |
| <u>Contract Dates</u> 10/18/16 - 10/24/16 | <u>Product</u> THE RICHARD BURR C | <u>Estimate #</u> 475 894 8355 |
| <u>Advertiser</u> Richard Burr Committee | | <u>Original Date / Revision</u> 10/17/16 / 10/17/16 |

| *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> | | | | |
| 11 | WTVD | 10/18/16 | 10/23/16 | This Week w/George S | 10:30 AM-11:30 AM | | :30 | | | | NM | 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 | -----1 | | | | 1 | \$350.00 | | | | |
| | | | | | | | | | | | | | |
| 12 | WTVD | 10/18/16 | 10/24/16 | Live w/Kelly | 9:00 AM-10:00 AM | | :30 | | | | NM | 5 | \$2,375.00 |
| | | | | | | | | | | | | | |
| | | <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 | -1111-- | | | | 4 | \$475.00 | | | | |
| Week: | | 10/24/16 | 10/30/16 | 1----- | | | | 1 | \$475.00 | | | | |
| | | | | | | | | | | | | | |
| 13 | WTVD | 10/18/16 | 10/21/16 | Eyewitness News @ Noon | 12:00 PM-12:30 PM | | :30 | | | | NM | 4 | \$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 | -1111-- | | | | 4 | \$450.00 | | | | |
| | | | | | | | | | | | | | |
| 14 | WTVD | 10/18/16 | 10/24/16 | Eyewitness News @ 1230p | 12:30 PM-1:00 PM | | :30 | | | | NM | 3 | \$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 | -1-1--- | | | | 2 | \$450.00 | | | | |
| Week: | | 10/24/16 | 10/30/16 | 1----- | | | | 1 | \$450.00 | | | | |
| | | | | | | | | | | | | | |
| 15 | WTVD | 10/18/16 | 10/24/16 | Eyewitness News @ 4pm | 4:00 PM-5:00 PM | | :30 | | | | NM | 5 | \$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 | -1111-- | | | | 4 | \$600.00 | | | | |
| Week: | | 10/24/16 | 10/30/16 | 1----- | | | | 1 | \$600.00 | | | | |
| | | | | | | | | | | | | | |
| 16 | WTVD | 10/18/16 | 10/24/16 | Eyewitness News @ 5pm | 5:00 PM-5:30 PM | | :30 | | | | NM | 3 | \$3,420.00 |
| | | | | | | | | | | | | | |
| | | <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 | -1-1--- | | | | 2 | \$1,140.00 | | | | |
| Week: | | 10/24/16 | 10/30/16 | 1----- | | | | 1 | \$1,140.00 | | | | |
| | | | | | | | | | | | | | |
| 17 | WTVD | 10/18/16 | 10/23/16 | Eyewitness News Sun @ 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: | | 10/17/16 | 10/23/16 | -----1 | | | | 1 | \$850.00 | | | | |
| | | | | | | | | | | | | | |
| 18 | WTVD | 10/19/16 | 10/19/16 | Goldbergs/Speechless | 8:00 PM-9:00 PM | | :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 | --1---- | | | | 1 | \$2,000.00 | | | | |
| | | | | | | | | | | | | | |
| 19 | WTVD | 10/18/16 | 10/22/16 | Eyewitness News Extra | 11:30 PM-12:00 XM | | :30 | | | | NM | 1 | \$750.00 |
| | | | | | | | | | | | | | |
| | | <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 | -----1- | | | | 1 | \$750.00 | | | | |
| | | | | | | | | | | | | | |
| 20 | WTVD | 10/18/16 | 10/23/16 | Eyewitness News @ 11p | 11:00 PM-11:35 PM | | :30 | | | | NM | 1 | \$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 | -----1 | | | | 1 | \$1,200.00 | | | | |
| | | | | | | | | | | | | | |
| 21 | WTVD | 10/18/16 | 10/22/16 | NC STATE FOOTBALL | 3:30 PM-7:00 PM | | :30 | | | | NM | 1 | \$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 | -----1- | | | | 1 | \$1,200.00 | | | | |
| | | | | | | | | | | | | | |
| 22 | WTVD | 10/18/16 | 10/19/16 | Eyewitness News @ 430a | 4:30 AM-4:59 AM | | :30 | | | | NM | 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 | --1---- | | | | 1 | \$200.00 | | | | |
| | | | | | | | | | | | | | |
| Totals | | | | | | | | 0.00 | | | | 61 | \$51,880.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|-------------|
| 09/26/16 - 10/24/16 | 61 | \$51,880.00 | (\$7,782.00) | \$44,098.00 |
| Totals | 61 | \$51,880.00 | (\$7,782.00) | \$44,098.00 |

Signature: _____ **Date:** _____

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