



WRIC
301 Arboretum Place
Richmond, VA 23236
(804) 330-8888

CONTRACT

<u>Contract / Revision</u> 1097798 /		<u>Alt Order #</u> 25558670
<u>Product</u> Candidate		
<u>Contract Dates</u> 05/22/17 - 05/28/17		<u>Estimate #</u> 2972
<u>Advertiser</u> POL/Jill Vogel for Lt. Governor		<u>Original Date / Revision</u> 05/19/17 / 05/19/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRIC	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agcy Code</u> 9912521	<u>Advertiser Code</u> 278	<u>Product 1/2</u> 358
<u>Agency Ref</u> IN13871/SP2622/AL11		<u>Advertiser Ref</u>

And:

Strategic Media Services
1911 North Fort Myer Drive
Suite 400
Arlington, VA 22209
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRIC	05/27/17	05/27/17	Good Morning Richmond WK6-7a			:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	-----S-				1	\$100.00				
N 2	WRIC	05/28/17	05/28/17	Good Morning Richmond WK6-7a			:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	-----S				1	\$60.00				
N 3	WRIC	05/23/17	05/23/17	Good Morning America	7-9a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	-T-----				1	\$250.00				
N 4	WRIC	05/24/17	05/24/17	Good Morning America	7-9a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	--W----				1	\$250.00				
N 5	WRIC	05/28/17	05/28/17	ABC's This Week	ABC's This Week		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	-----S				1	\$300.00				
N 6	WRIC	05/22/17	05/22/17	TV8 News @530p	530-6p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	M-----				1	\$200.00				
N 7	WRIC	05/23/17	05/23/17	TV8 News @530p	530-6p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	-T-----				1	\$200.00				
N 8	WRIC	05/24/17	05/24/17	TV8 News @530p	530-6p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	--W----				1	\$200.00				
N 9	WRIC	05/22/17	05/22/17	TV8 News @ 6p	6-630p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	M-----				1	\$400.00				
N 10	WRIC	05/23/17	05/23/17	TV8 News @ 6p	6-630p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	-T-----				1	\$400.00				

(* 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.

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.



WRIC
301 Arboretum Place
Richmond, VA 23236
(804) 330-8888

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<u>Contract Dates</u> 05/22/17 - 05/28/17	<u>Product</u> Candidate	<u>Estimate #</u> 2972
<u>Advertiser</u> POL/Jill Vogel for Lt. Gov		<u>Original Date / Revision</u> 05/19/17 / 05/19/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WRIC	05/24/17	05/24/17	TV8 News @ 6p	6-630p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	--W----				1	\$400.00				
N 12	WRIC	05/25/17	05/25/17	TV8 News @ 6p	6-630p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	---T---				1	\$400.00				
N 13	WRIC	05/26/17	05/26/17	TV8 News @ 6p	6-630p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	----F--				1	\$400.00				
N 14	WRIC	05/23/17	05/23/17	M-F Wheel 7-730p	7-730p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	-T-----				1	\$500.00				
N 15	WRIC	05/24/17	05/24/17	M-F Wheel 7-730p	7-730p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	--W----				1	\$500.00				
N 16	WRIC	05/25/17	05/25/17	M-F Wheel 7-730p	7-730p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	---T---				1	\$500.00				
N 17	WRIC	05/26/17	05/26/17	M-F Wheel 7-730p	7-730p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	----F--				1	\$500.00				
N 18	WRIC	05/27/17	05/27/17	Sa Wheel 7-730p	7-730p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	-----S-				1	\$200.00				
N 19	WRIC	05/22/17	05/22/17	M-F Jeopardy 730-8p	730-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	M-----				1	\$600.00				
N 20	WRIC	05/23/17	05/23/17	M-F Jeopardy 730-8p	730-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	-T-----				1	\$600.00				
N 21	WRIC	05/24/17	05/24/17	M-F Jeopardy 730-8p	730-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	--W----				1	\$600.00				
N 22	WRIC	05/25/17	05/25/17	M-F Jeopardy 730-8p	730-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	---T---				1	\$600.00				
N 23	WRIC	05/26/17	05/26/17	M-F Jeopardy 730-8p	730-8p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	----F--				1	\$600.00				
N 24	WRIC	05/26/17	05/26/17	Fri 10-11p	10-11p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/22/17	05/28/17	----F--				1	\$800.00				
Totals								0.00				24	\$9,560.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/01/17 - 05/28/17	24	\$9,560.00	(\$1,434.00)	\$8,126.00
Totals	24	\$9,560.00	(\$1,434.00)	\$8,126.00

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125 West 55th St
New York, NY 10019

TELEVISION
GROUP

Contract # 25558670

CPE: 278/358/2972

Agency: STRATEGIC MEDIA
SERVICES

1911 NORTH FT MYER
DRIVE

SUITE 400
ARLINGTON, VA
20009

Changes as of: 5/19/2017 at 3:03 PM

Flight: 5/22/17 - 5/28/17

Advertiser: 11512

Product: Candidate

Agency Order #: 6183171

Buyer: Rheault, Ben

Salesperson: ALEXANDRA
BRADLEY
202-955-5342

Version: Highlighting Re

Station: WRIC

Market: Richmond

Office: WASHINGTON

Primary Demo: Adults 35+

Con Type: POLITICAL/VC

Assistant: ALEXANDRA
202-955-5342

Comments: REVISED LINE 10, MKGD ADDED LINE 11. PLS CNF

#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/22 - 5/28							
							5/22	5/23	5/24	5/25	5/26	5/27	5/28	
1	Sa 6a-7a		GDMRNRCH WK-ED	\$100.00	0	30	0	0	0	0	0	1	0	
Target 1 Index: 84. Nielsen: 1.7														
2	Su 6a-7a		GDMRNRCH WK-ED	\$60.00	0	30	0	0	0	0	0	0	1	
Target 1 Index: 90. Nielsen: 1.1														
3	M-F 7a-9a		GD MRN AMR-ABC<	\$250.00	0	30	0	1	1	0	0	0	0	
Target 1 Index: 79. Nielsen: 4.5														
4	Su 9a-10a		THIS WEEK-ABC	\$300.00	0	30	0	0	0	0	0	0	1	
Target 1 Index: 106. Nielsen: 3.4														
5	M-F 5:30p-6p		8 NEWS-5:30PM<	\$200.00	0	30	1	1	1	0	0	0	0	
Target 1 Index: 85. Nielsen: 2.8														
6	M-F 6p-6:30p		8 NEWS AT 6	\$400.00	0	30	1	1	1	1	1	0	0	
Target 1 Index: 92. Nielsen: 4.6														
7	M-F 7p-7:30p		WHEEL-FORTNE	\$500.00	0	30	0	1	1	1	1	0	0	
Target 1 Index: 112. Nielsen: 5.5														
8	Sa 7p-7:30p		AVG. ALL WKS	\$200.00	0	30	0	0	0	0	0	1	0	
Target 1 Index: 122. Nielsen: 5.8														
9	M-F 7:30p-8p		JEOPARDY	\$600.00	0	30	1	1	1	1	1	0	0	
Target 1 Index: 128. Nielsen: 6.5														
REV- 10	M 8p-9p		BACHELOR-ABC	\$800.00	0	30	1	0	0	0	0	0	0	
Target 1 Index: 109. Nielsen: 3.6														
REV+ 11	F 10p-11p		20/20	\$800.00	0.0	30	0	0	0	0	0	1	0	0
TOTALS:							3	5	5	3	4	2	2	

#100



125 West 55th St
New York, NY 10019

Contract # 25558670	Changes as of: 5/19/2017 at 11:40 AM	Version: Original Order
CPE: 278/358/2972	Flight: 5/22/17 - 5/28/17	Station: WRIC
Agency: STRATEGIC MEDIA SERVICES	Advertiser: 11512	Market: Richmond
1911 NORTH FT MYER DRIVE	Product: Candidate	Office: WASHINGTON
SUITE 400	Agency Order #: 6183171	Primary Demo:
ARLINGTON, VA 20009	Buyer: Rheault, Ben	Con Type: POLITICAL/VO
	Salesperson: ALEXANDRA BRADLEY	Assistant: ALEXANDRA
	202-955-5342	202-955-5342

#	Day/Time	DP	Program	Rate	Len	5/22 - 5/28							
						5/22	5/23	5/24	5/25	5/26	5/27	5/28	
1	Sa 6a-7a	2	GDMRNRCH WK-ED	\$100.00	30	0	0	0	0	0	1	0	
Target 1 Index: 84. Nielsen: 1.7													
2	Su 6a-7a	2	GDMRNRCH WK-ED	\$60.00	30	0	0	0	0	0	0	1	
Target 1 Index: 90. Nielsen: 1.1													
3	M-F 7a-9a	2	GD MRN AMR-ABC<	\$250.00	30	0	1	1	0	0	0	0	
Target 1 Index: 79. Nielsen: 4.5													
4	Su 9a-10a	2	THIS WEEK-ABC	\$300.00	30	0	0	0	0	0	0	1	
Target 1 Index: 106. Nielsen: 3.4													
5	M-F 5:30p-6p	2	8 NEWS-5:30PM<	\$200.00	30	1	1	1	0	0	0	0	
Target 1 Index: 85. Nielsen: 2.8													
6	M-F 6p-6:30p	2	8 NEWS AT 6	\$400.00	30	1	1	1	1	1	0	0	
Target 1 Index: 92. Nielsen: 4.6													
7	M-F 7p-7:30p	2	WHEEL-FORTNE	\$500.00	30	0	1	1	1	1	0	0	
Target 1 Index: 112. Nielsen: 5.5													
8	Sa 7p-7:30p	2	AVG. ALL WKS	\$200.00	30	0	0	0	0	0	1	0	
Target 1 Index: 122. Nielsen: 5.8													
9	M-F 7:30p-8p	2	JEOPARDY	\$600.00	30	1	1	1	1	1	0	0	
Target 1 Index: 128. Nielsen: 6.5													
10	M 8p-9p		BACHELOR-ABC	\$800.00	30	1	0	0	0	0	0	0	
Target 1 Index: 109. Nielsen: 3.6													
TOTALS:						4	5	5	3	3	2	2	

1500



125 West 55th St
New York, NY 10019

Contract # 25558670	Changes as of: 5/19/2017 at 11:40 AM	Version: Original Order
CPE: 278/358/2972	Flight: 5/22/17 - 5/28/17	Station: WRIC
Agency: STRATEGIC MEDIA SERVICES	Advertiser: 11512	Market: Richmond
1911 NORTH FT MYER DRIVE	Product: Candidate	Office: WASHINGTON
SUITE 400	Agency Order #: 6183171	Primary Demo:
ARLINGTON, VA 20009	Buyer: Rheault, Ben	Con Type: POLITICAL/VO
	Salesperson: ALEXANDRA BRADLEY	Assistant: ALEXANDRA
	202-955-5342	202-955-5342

Special Instructions

Competitive Information	
Market Budget:	\$31,867
WRIC Share:	30%
Comment:	
WRLH:	17%
WTVR:	29%
WWBT:	24%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	24	\$9,560.00	N/A	0.0
Total	100%	24	\$9,560.00	N/A	0.0

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	5/19/17 11:40 AM	ALEXANDRA BRADLEY	New	24		\$9,560.00	\$9,560.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRIC-TV8 Richmond, VA

Date:

5-19-2017

I, Ben Rheault,

being/on behalf of: Jill Vogel,

a legally qualified candidate of the Republican

political party for the office of: Lieutenant Governor

in the Primary

election to be held on: June 13, 2017

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Vogel for Virginia

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

H. Roger Zurn, Jr.

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

To Be Signed By Candidate or Authorized Committee

5/19/17

Date

Benjamin Rheault

Signature

Digitally signed by Benjamin Rheault
DN: cn=Benjamin Rheault, o, ou, email=brheault@strategicmediaservices.com, c=US
Date: 2017.05.19 09:58:46 -0400

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

D WEEMS

Printed Name

CSM

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, _____

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

printed name

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.