

CONTRACT



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

And:

Buying Time
650 Massachusetts Avenue, NW
Suite 210
Washington, DC 20001

<u>Contract / Revision</u> 151237 / 2		<u>Alt Order #</u> WOC10487088
<u>Product</u> EVANS & JOHNSON FOR NC SENATE (CS)		
<u>Contract Dates</u> 10/18/16 - 11/08/16	<u>Estimate #</u> 859 869 5218	
<u>Advertiser</u> Evans & Johnson For NC Senate		<u>Original Date / Revision</u> 10/14/16 / 10/25/16
<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> 859	<u>Product 1/2</u> 869
<u>Agency Ref</u>		<u>Advertiser Ref</u>

360231

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	10/18/16	11/07/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	6	\$10,260.00
		<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	\$1,710.00				
Week:		10/24/16	10/30/16	-1--1--				2	\$1,710.00				
Week:		10/31/16	11/06/16	--1----				1	\$1,710.00				
Week:		11/07/16	11/13/16	1-----				1	\$1,710.00				
2	WTVD	10/18/16	11/08/16	Good Morning America	7:00 AM-9:00 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	--111--				3	\$1,235.00				
Week:		10/24/16	10/30/16	-11-1--				3	\$1,235.00				
Week:		10/31/16	11/06/16	1-1----				2	\$1,235.00				
Week:		11/07/16	11/13/16	11-----				2	\$1,235.00				
3	WTVD	10/18/16	11/07/16	General Hospital	3:00 PM-4:00 PM		:30				NM	7	\$3,990.00
		<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				
Week:		10/24/16	10/30/16	1-1----				2	\$570.00				
Week:		10/31/16	11/06/16	1-1-1--				3	\$570.00				
Week:		11/07/16	11/13/16	1-----				1	\$570.00				
4	WTVD	10/18/16	11/07/16	Eyewitness News @ 5pm	5:00 PM-5:30 PM		:30				NM	10	\$11,400.00
		<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	---11--				2	\$1,140.00				
Week:		10/24/16	10/30/16	11-11--				4	\$1,140.00				
Week:		10/31/16	11/06/16	-111---				3	\$1,140.00				
Week:		11/07/16	11/13/16	1-----				1	\$1,140.00				
5	WTVD	10/24/16	10/27/16	Eyewitness News @ 5a	5:00 AM-5:30 AM		:30				NM	3	\$1,425.00
		<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	1-11---				3	\$475.00				
6	WTVD	10/18/16	11/08/16	Eyewitness News @ 5a	5:00 AM-5:30 AM		:30				NM	8	\$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	---11--				2	\$350.00				
Week:		10/24/16	10/30/16	-----				0	\$0.00				
Week:		10/31/16	11/06/16	1-111--				4	\$350.00				
Week:		11/07/16	11/13/16	11-----				2	\$350.00				

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

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<u>Contract / Revision</u> 151237 / 2		<u>Alt Order #</u> WOC10487088
<u>Contract Dates</u> 10/18/16 - 11/08/16	<u>Product</u> EVANS & JOHNSON FOR NC	<u>Estimate #</u> 859 869 5218
<u>Advertiser</u> Evans & Johnson For NC		<u>Original Date / Revision</u> 10/14/16 / 10/25/16

*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>				
7	WTVD	10/24/16	10/27/16	Live w/Kelly	9:00 AM-10:00 AM		:30				NM	3	\$1,860.00
		<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	1-11---				3	\$620.00				
8	WTVD	10/18/16	11/07/16	Live w/Kelly	9:00 AM-10:00 AM		:30				NM	7	\$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	---1---				1	\$475.00				
Week:		10/24/16	10/30/16	-----				0	\$0.00				
Week:		10/31/16	11/06/16	11111--				5	\$475.00				
Week:		11/07/16	11/13/16	1-----				1	\$475.00				
9	WTVD	10/18/16	10/25/16	The Chew	1:00 PM-2:00 PM		:30				NM	3	\$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	\$250.00				
Week:		10/24/16	10/30/16	11-----				2	\$250.00				
10	WTVD	10/18/16	11/08/16	Eyewitness News @ 530am	5:30 AM-6:00 AM		:30				NM	11	\$7,315.00
		<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	\$665.00				
Week:		10/24/16	10/30/16	111-1--				4	\$665.00				
Week:		10/31/16	11/06/16	111-1--				4	\$665.00				
Week:		11/07/16	11/13/16	11-----				2	\$665.00				
11	WTVD	10/18/16	11/07/16	The View	11:00 AM-12:00 PM		:30				NM	8	\$3,800.00
		<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	--1-1--				2	\$475.00				
Week:		10/24/16	10/30/16	1-1----				2	\$475.00				
Week:		10/31/16	11/06/16	1-1-1--				3	\$475.00				
Week:		11/07/16	11/13/16	1-----				1	\$475.00				
12	WTVD	10/18/16	11/05/16	Eyewitness News Sat @7a	7:00 AM-8:00 AM		:30				NM	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	-----1-				1	\$400.00				
Week:		10/24/16	10/30/16	-----				0	\$0.00				
Week:		10/31/16	11/06/16	-----1-				1	\$400.00				
13	WTVD	10/18/16	11/07/16	Eyewitness News @ 11p	11:00 PM-11:35 PM		:30				NM	12	\$14,400.00
		<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	--11--1				3	\$1,200.00				
Week:		10/24/16	10/30/16	-1-1--1				3	\$1,200.00				
Week:		10/31/16	11/06/16	11-11-1				5	\$1,200.00				
Week:		11/07/16	11/13/16	1-----				1	\$1,200.00				
14	WTVD	10/18/16	11/06/16	Eyewitness News Sun 10a	10:00 AM-10:30 AM		:30				NM	2	\$600.00
		<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				
Week:		10/24/16	10/30/16	-----				0	\$0.00				
Week:		10/31/16	11/06/16	-----1				1	\$300.00				
15	WTVD	10/18/16	11/07/16	Jeopardy	7:00 PM-7:30 PM		:30				NM	10	\$19,000.00
		<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	\$1,900.00				
Week:		10/24/16	10/30/16	1-1-1--				3	\$1,900.00				
Week:		10/31/16	11/06/16	1-111--				4	\$1,900.00				
Week:		11/07/16	11/13/16	1-----				1	\$1,900.00				
16	WTVD	10/18/16	11/07/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	11	\$20,900.00
		<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	--111--				3	\$1,900.00				
Week:		10/24/16	10/30/16	-11----				2	\$1,900.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	11111--				5	\$1,900.00				
Week:		11/07/16	11/13/16	1-----				1	\$1,900.00				
17	WTVD	10/18/16	11/07/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	9	\$12,825.00
		<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	\$1,425.00				
Week:		10/24/16	10/30/16	-1-1---				2	\$1,425.00				
Week:		10/31/16	11/06/16	11-11--				4	\$1,425.00				
Week:		11/07/16	11/13/16	1-----				1	\$1,425.00				
18	WTVD	10/18/16	11/07/16	Eyewitness News @ 4pm	4:00 PM-5:00 PM		:30				NM	11	\$6,600.00
		<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	--11---				2	\$600.00				
Week:		10/24/16	10/30/16	11-1---				3	\$600.00				
Week:		10/31/16	11/06/16	11111--				5	\$600.00				
Week:		11/07/16	11/13/16	1-----				1	\$600.00				
19	WTVD	10/24/16	10/27/16	Eyewitness News @ Noon	12:00 PM-12:30 PM		:30				NM	4	\$2,280.00
		<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	1111---				4	\$570.00				
20	WTVD	10/18/16	11/07/16	Eyewitness News @ Noon	12:00 PM-12:30 PM		:30				NM	7	\$3,150.00
		<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	--11---				2	\$450.00				
Week:		10/24/16	10/30/16	-----				0	\$0.00				
Week:		10/31/16	11/06/16	111-1--				4	\$450.00				
Week:		11/07/16	11/13/16	1-----				1	\$450.00				
21	WTVD	10/18/16	11/05/16	GMA Saturday 8a-9a	8:00 AM-9:00 AM		:30				NM	3	\$1,710.00
		<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				
Week:		10/24/16	10/30/16	-----1-				1	\$570.00				
Week:		10/31/16	11/06/16	-----1-				1	\$570.00				
22	WTVD	10/18/16	11/06/16	Eyewitness News @ 9a	9:00 AM-10:00 AM		:30				NM	3	\$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	\$250.00				
Week:		10/24/16	10/30/16	-----1				1	\$250.00				
Week:		10/31/16	11/06/16	-----1				1	\$250.00				
23	WTVD	10/18/16	11/06/16	Eyewitness News Sun 7a-8a	7:00 AM-8:00 AM		: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	\$450.00				
Week:		10/24/16	10/30/16	-----1				1	\$450.00				
Week:		10/31/16	11/06/16	-----1				1	\$450.00				
24	WTVD	10/24/16	10/30/16	Eyewitness News Sun @ 6pm	6:00 PM-6:30 PM		:30				NM	1	\$1,140.00
		<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	-----1				1	\$1,140.00				
25	WTVD	10/18/16	11/06/16	Eyewitness News Sun @ 6pm	6:00 PM-6:30 PM		: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:		10/17/16	10/23/16	-----1				1	\$850.00				
Week:		10/24/16	10/30/16	-----				0	\$0.00				
Week:		10/31/16	11/06/16	-----1				1	\$850.00				
26	WTVD	10/18/16	11/05/16	Eyewitness News Sat 9a-10	9:00 AM-10:00 AM		:30				NM	3	\$1,050.00
		<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				
Week:		10/24/16	10/30/16	-----1-				1	\$350.00				
Week:		10/31/16	11/06/16	-----1-				1	\$350.00				

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<u>Contract Dates</u> 10/18/16 - 11/08/16	<u>Product</u> EVANS & JOHNSON FOR NC	<u>Estimate #</u> 859 869 5218
<u>Advertiser</u> Evans & Johnson For NC		<u>Original Date / Revision</u> 10/14/16 / 10/25/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
												2	\$900.00
27	WTVD	10/30/16	11/06/16	GMA Sunday 8a-9a	8:00 AM-9:00 AM		:30				NM		
		<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	-----1				1	\$450.00				
Week:		10/31/16	11/06/16	-----1				1	\$450.00				
												4	\$500.00
28	WTVD	10/18/16	10/25/16	Rachael Ray	10:00 AM-11:00 AM		:30				NM		
		<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	--11---				2	\$125.00				
Week:		10/24/16	10/30/16	11-----				2	\$125.00				
												2	\$1,040.00
29	WTVD	10/24/16	10/25/16	The Chew	1p-2p		:30				NM		
		<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	11-----				2	\$520.00				
												1	\$230.00
30	WTVD	10/24/16	10/24/16	Eyewitness News @ 430a	430a-5a		:30				NM		
		<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	1-----				1	\$230.00				
												8	\$4,160.00
31	WTVD	10/26/16	11/07/16	The Chew	1p-2p		:30				NM		
		<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	--1-1--				2	\$520.00				
Week:		10/31/16	11/06/16	11111--				5	\$520.00				
Week:		11/07/16	11/13/16	1-----				1	\$520.00				
												8	\$3,800.00
32	WTVD	10/27/16	11/08/16	Rachael Ray	10a-11a		:30				NM		
		<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	---11--				2	\$475.00				
Week:		10/31/16	11/06/16	11-11--				4	\$475.00				
Week:		11/07/16	11/13/16	11-----				2	\$475.00				
Totals								0.00				184	\$158,160.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	95	\$81,455.00	(\$12,218.25)	\$69,236.75
10/31/16 - 11/08/16	89	\$76,705.00	(\$11,505.75)	\$65,199.25
Totals	184	\$158,160.00	(\$23,724.00)	\$134,436.00

Signature: _____ **Date:** _____

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