

CONTRACT



WFLA
 2960 North Meridian Street
 Jill Hammons
 Indianapolis, IN 46208
 (317) 682-9982

| | | |
|---|---|--|
| <u>Contract / Revision</u> 1981919 / | | <u>Alt Order #</u> 26455382 |
| <u>Product</u> Tampa Mayor 2019 | | |
| <u>Contract Dates</u> 04/18/19 - 04/23/19 | | <u>Estimate #</u> 1131 |
| <u>Advertiser</u> POL/Jane Castor/Mayor/Tampa/FL/Nonpartis | | <u>Original Date / Revision</u> 04/16/19 / 04/19/19 |
| <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> 9914212 | <u>Advertiser Code</u> 120 | <u>Product 1/2</u> 169 |
| <u>Agency Ref</u> | <u>Advertiser Ref</u> | |

And:

Multi Media Services
 915 King Street
 2nd Floor
 Alexandria, VA 22314

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | PCode | Rtn | Type | Spots | Amount |
|-------|--------------------|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------|-----|-------------|-------|------------|
| N 1 | WFLA | 04/18/19 | 04/18/19 | Today Show | 657-9a | | :30 | | | P3 | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ---T--- | | | | 1 | \$1,200.00 | | | | | |
| N 2 | WFLA | 04/19/19 | 04/19/19 | Today Show | 657-9a | | :30 | | | P3 | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ----F-- | | | | 1 | \$1,200.00 | | | | | |
| N 3 | WFLA | 04/22/19 | 04/22/19 | Today Show | 657-9a | | :30 | | | P3 | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | M----- | | | | 1 | \$1,200.00 | | | | | |
| N 4 | WFLA | 04/23/19 | 04/23/19 | Today Show | 657-9a | | :30 | | | P3 | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | -T----- | | | | 1 | \$1,200.00 | | | | | |
| N 5 | WFLA | 04/18/19 | 04/18/19 | Today Show 2 | 9-10a | | :30 | | | P4 | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ---T--- | | | | 1 | \$450.00 | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | | <u>Type</u> | | |
| | 1 | WFLA | 04/15/19-04/21/19 | Today Show 2 | 9-10a | ----Th----- | :30 | | \$450.00 | | | NM | | |
| | See MG 5.2 | | | | | | | | | | | | | |
| | 2 | WFLA | 04/22/19-04/22/19 | Today Show 2 | 9-10a | M----- | :30 | | \$450.00 | | | NM | | |
| | Ⓜ MG for 5.1 04/18 | | | | | | | | | | | | | |
| N 6 | WFLA | 04/19/19 | 04/19/19 | Today Show 2 | 9-10a | | :30 | | | P4 | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ----F-- | | | | 1 | \$450.00 | | | | | |
| N 7 | WFLA | 04/22/19 | 04/22/19 | Today Show 2 | 9-10a | | :30 | | | P4 | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | M----- | | | | 1 | \$450.00 | | | | | |
| N 8 | WFLA | 04/23/19 | 04/23/19 | Today Show 2 | 9-10a | | :30 | | | P4 | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | -T----- | | | | 1 | \$450.00 | | | | | |
| N 9 | WFLA | 04/18/19 | 04/18/19 | Local News @ 11a | Local News @ 11: | | :30 | | | P3 | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ---T--- | | | | 1 | \$225.00 | | | | | |

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| <u>Contract / Revision</u> 1981919 / | | <u>Alt Order #</u> 26455382 |
| <u>Contract Dates</u> 04/18/19 - 04/23/19 | | <u>Product</u> Tampa Mayor 2019 |
| | | <u>Estimate #</u> 1131 |
| <u>Advertiser</u> POL/Jane Castor/Mayor/T | | <u>Original Date / Revision</u> 04/16/19 / 04/19/19 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | PCode | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------|------------------|------|--------|-------------------|-------------|-------|-----|------|-------|------------|
| N 10 | WFLA | 04/22/19 | 04/22/19 | Local News @ 11a | Local News @ 11: | | :30 | | | P3 | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | M----- | | | | 1 | \$225.00 | | | | | |
| N 11 | WFLA | 04/18/19 | 04/18/19 | M-F 3-4p | 3-4p | | :30 | | | P4 | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ---T--- | | | | 1 | \$400.00 | | | | | |
| N 12 | WFLA | 04/19/19 | 04/19/19 | M-F 3-4p | 3-4p | | :30 | | | P4 | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ----F-- | | | | 1 | \$400.00 | | | | | |
| N 13 | WFLA | 04/22/19 | 04/22/19 | M-F 3-4p | 3-4p | | :30 | | | P4 | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | M----- | | | | 1 | \$400.00 | | | | | |
| N 14 | WFLA | 04/18/19 | 04/18/19 | M-F 4-5p | 4-5p | | :30 | | | P4 | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ---T--- | | | | 1 | \$350.00 | | | | | |
| N 15 | WFLA | 04/19/19 | 04/19/19 | M-F 4-5p | 4-5p | | :30 | | | P4 | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ----F-- | | | | 1 | \$350.00 | | | | | |
| N 16 | WFLA | 04/22/19 | 04/22/19 | M-F 4-5p | 4-5p | | :30 | | | P4 | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | M----- | | | | 1 | \$350.00 | | | | | |
| N 17 | WFLA | 04/18/19 | 04/18/19 | M-F 530-6p | 530-6p | | :30 | | | P4 | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ---T--- | | | | 1 | \$900.00 | | | | | |
| N 18 | WFLA | 04/19/19 | 04/19/19 | M-F 530-6p | 530-6p | | :30 | | | P4 | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ----F-- | | | | 1 | \$900.00 | | | | | |
| N 19 | WFLA | 04/22/19 | 04/22/19 | M-F 530-6p | 530-6p | | :30 | | | P4 | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | M----- | | | | 1 | \$900.00 | | | | | |
| N 20 | WFLA | 04/18/19 | 04/18/19 | Local 6p News | 6-630p | | :30 | | | P4 | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ---T--- | | | | 1 | \$1,200.00 | | | | | |
| N 21 | WFLA | 04/19/19 | 04/19/19 | Local 6p News | 6-630p | | :30 | | | P4 | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ----F-- | | | | 1 | \$1,200.00 | | | | | |
| N 22 | WFLA | 04/22/19 | 04/22/19 | Local 6p News | 6-630p | | :30 | | | P4 | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | M----- | | | | 1 | \$1,200.00 | | | | | |
| N 23 | WFLA | 04/18/19 | 04/18/19 | Local 7p News | 7-730p | | :30 | | | P4 | | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ---T--- | | | | 1 | \$750.00 | | | | | |
| N 24 | WFLA | 04/19/19 | 04/19/19 | Local 7p News | 7-730p | | :30 | | | P4 | | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ----F-- | | | | 1 | \$750.00 | | | | | |
| N 25 | WFLA | 04/22/19 | 04/22/19 | Local 7p News | 7-730p | | :30 | | | P4 | | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | M----- | | | | 1 | \$750.00 | | | | | |

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| <u>Contract Dates</u> 04/18/19 - 04/23/19 | | <u>Product</u> Tampa Mayor 2019 |
| | | <u>Estimate #</u> 1131 |
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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | PCode | Rtn | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|------------------|----------------|------|--------|-------------------|-------------|-------|-----|------|-----------|--------------------|
| N 26 | WFLA | 04/18/19 | 04/18/19 | Late News M-Su | M-Su | | :30 | | | P4 | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ---T--- | | | | 1 | \$1,500.00 | | | | | |
| N 27 | WFLA | 04/19/19 | 04/19/19 | Late News M-Su | M-Su | | :30 | | | P4 | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ----F-- | | | | 1 | \$1,500.00 | | | | | |
| N 28 | WFLA | 04/22/19 | 04/22/19 | Late News M-Su | M-Su | | :30 | | | P4 | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | M----- | | | | 1 | \$1,500.00 | | | | | |
| N 29 | WFLA | 04/18/19 | 04/18/19 | Tonight Show | Tonight Show | | :30 | | | P4 | | NM | 1 | \$530.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ---T--- | | | | 1 | \$530.00 | | | | | |
| N 30 | WFLA | 04/19/19 | 04/19/19 | Tonight Show | Tonight Show | | :30 | | | P4 | | NM | 1 | \$530.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | ----F-- | | | | 1 | \$530.00 | | | | | |
| N 31 | WFLA | 04/22/19 | 04/22/19 | Tonight Show | Tonight Show | | :30 | | | P4 | | NM | 1 | \$530.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/22/19 | 04/28/19 | M----- | | | | 1 | \$530.00 | | | | | |
| N 32 | WFLA | 04/20/19 | 04/20/19 | Local Sa 7a News | 7-8a | | :30 | | | P4 | | NM | 1 | \$265.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | -----S- | | | | 1 | \$265.00 | | | | | |
| N 33 | WFLA | 04/20/19 | 04/20/19 | Today Show Sa | 657-10a | | :30 | | | P4 | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | -----S- | | | | 1 | \$400.00 | | | | | |
| N 34 | WFLA | 04/21/19 | 04/21/19 | WFLA 7a News Su | Su 7-8a | | :30 | | | P3 | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | -----S | | | | 1 | \$300.00 | | | | | |
| N 35 | WFLA | 04/21/19 | 04/21/19 | Today Show Su | 8-9a | | :30 | | | P4 | | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | -----S | | | | 1 | \$750.00 | | | | | |
| N 36 | WFLA | 04/21/19 | 04/21/19 | Local Su 9a News | 9-10a | | :30 | | | P3 | | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 04/15/19 | 04/21/19 | -----S | | | | 2 | \$300.00 | | | | | |
| Totals | | | | | | | | | | | | | 37 | \$26,255.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------------|---------------------|--------------------|
| 04/01/19 - 04/23/19 | 37 | \$26,255.00 | (\$3,938.25) | \$22,316.75 |
| Totals | 37 | \$26,255.00 | (\$3,938.25) | \$22,316.75 |

Signature: _____ **Date:** _____

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