

# CONTRACT



**WNWO**  
 300 Byrne Rd  
 Toledo, OH 43615-6217  
 (419) 535-0024

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>643308 /       |  | <u>Alt Order #</u><br>08222007                         |
| <u>Product</u><br>PRIORITIES USA ACT         |  |  |
| <u>Contract Dates</u><br>10/18/16 - 10/24/16 |  | <u>Estimate #</u><br>4561                              |
| <u>Advertiser</u><br>Priorities USA Action   |  | <u>Original Date / Revision</u><br>10/13/16 / 10/13/16 |
| <u>Billing Cycle</u><br>EOM                  | <u>Billing Calendar</u><br>Broadcast             | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>WNWO                      | <u>Account Executive</u><br>Philadelphia TeleRep | <u>Sales Office</u><br>TeleRep Philade                 |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 35+             |  |  |
| <u>Agy Code</u>                              | <u>Advertiser Code</u><br>750                    | <u>Product 1/2</u><br>760                              |
| <u>Agency Ref</u>                            |  | <u>Advertiser Ref</u>                                  |

And:

**Targeted Platform Media**  
 1291 Hollywood Ave  
 Annapolis, MD 21403

| *Line         | Ch   | Start Date        | End Date        | Description               | Start/End Time    | Days | Length | Spots/Week        | Rate        | Rtn | Type | Spots | Amount     |             |
|---------------|------|-------------------|-----------------|---------------------------|-------------------|------|--------|-------------------|-------------|-----|------|-------|------------|-------------|
| N 1           | WNWO | 10/18/16          | 10/24/16        | Days of Our Lives         | 1:00 PM-2:00 PM   |      | :30    |                   |             |     | NM   | 3     | \$600.00   |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |             |
| Week:         |      | 10/18/16          | 10/24/16        | MTWTF--                   |                   |      |        | 3                 | \$200.00    |     |      |       |            |             |
| N 2           | WNWO | 10/18/16          | 10/24/16        | M-F 630p NBC Nightly News | 6:30 PM-7:00 PM   |      | :30    |                   |             |     | NM   | 3     | \$975.00   |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |             |
| Week:         |      | 10/18/16          | 10/24/16        | MTWTF--                   |                   |      |        | 3                 | \$325.00    |     |      |       |            |             |
| N 3           | WNWO | 10/18/16          | 10/24/16        | Today Show                | 7:00 AM-9:00 AM   |      | :30    |                   |             |     | NM   | 4     | \$1,400.00 |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |             |
| Week:         |      | 10/18/16          | 10/24/16        | MTWTF--                   |                   |      |        | 4                 | \$350.00    |     |      |       |            |             |
| N 4           | WNWO | 10/18/16          | 10/24/16        | M-F 730p-8p               | 7:30 PM-8:00 PM   |      | :30    |                   |             |     | NM   | 3     | \$1,500.00 |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |             |
| Week:         |      | 10/18/16          | 10/24/16        | MTWTF--                   |                   |      |        | 3                 | \$500.00    |     |      |       |            |             |
| N 5           | WNWO | 10/24/16          | 10/24/16        | Mon Prime Other/Specials  | 7:58 PM-10:00 PM  |      | :30    |                   |             |     | NM   | 1     | \$2,600.00 |             |
|               |      | <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                 | \$2,600.00  |     |      |       |            |             |
| N 6           | WNWO | 10/23/16          | 10/23/16        | Su 1130p-12a              | 11:30 PM-12:05 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:         |      | 10/23/16          | 10/29/16        | -----1                    |                   |      |        | 1                 | \$450.00    |     |      |       |            |             |
| N 7           | WNWO | 10/23/16          | 10/23/16        | Sa-Su 6p-630p News        | 6:00 PM-6:30 PM   |      | :30    |                   |             |     | NM   | 1     | \$350.00   |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |             |
| Week:         |      | 10/23/16          | 10/29/16        | -----1                    |                   |      |        | 1                 | \$350.00    |     |      |       |            |             |
| N 8           | WNWO | 10/18/16          | 10/18/16        | Tue 10p-11p               | 10:00 PM-11:00 PM |      | :30    |                   |             |     | NM   | 1     | \$1,800.00 |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |             |
| Week:         |      | 10/18/16          | 10/24/16        | -1-----                   |                   |      |        | 1                 | \$1,800.00  |     |      |       |            |             |
| N 9           | WNWO | 10/19/16          | 10/19/16        | Wed Prime Other/Specials  | 9:00 PM-10:00 PM  |      | :30    |                   |             |     | NM   | 1     | \$1,800.00 |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |            |             |
| Week:         |      | 10/19/16          | 10/25/16        | --1----                   |                   |      |        | 1                 | \$1,800.00  |     |      |       |            |             |
| <b>Totals</b> |      |                   |                 |                           |                   |      |        |                   |             |     |      | 0.00  | 18         | \$11,475.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|------------|
| 09/26/16 - 10/30/16 | 18         | \$11,475.00  | (\$1,721.25) | \$9,753.75 |
| <b>Totals</b>       | 18         | \$11,475.00  | (\$1,721.25) | \$9,753.75 |

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

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



WNWO  
300 Byrne Rd  
Toledo, OH 43615-6217  
(419) 535-0024

|                            |                    |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 643308 /                   | 08222007           |

|                       |                    |                   |
|-----------------------|--------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u>     | <u>Estimate #</u> |
| 10/18/16 - 10/24/16   | PRIORITIES USA ACT | 4561              |

|                       |                                 |
|-----------------------|---------------------------------|
| <u>Advertiser</u>     | <u>Original Date / Revision</u> |
| Priorities USA Action | 10/13/16 / 10/13/16             |

Signature: Laura Stewart

Date: 10/13/16

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at ...<http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

*VOGA  
10/13/16*

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

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REP HEADLINE# 8222007  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 610-225-1191  
 APR4/16 12.55  
 \*\*\* WNWO-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/PRIORITIES USA ACTION REP.# \_\_\_\_\_ OFF.# 75 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME TARGETED PLATFORM MEDIA LLC BUYER NAME KATHRYN WELSH  
 1291 HOLLYWOOD AVE SALES PRSN PH- KRISTEN WASKIE  
 ANNAPOLIS, MD 21403 CLASS: NATL. LOCAL REGIONAL

ORDER # **643308** CONTRACT # 8222007  
 PRDCT PRIORITIES USA ACT EST#4561 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT18/16 - OCT24/16 WK-1 DATE APR4/16 12.55  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

REP: NEW PRIORITIES USA ACTION DARE ORDER  
 TOTAL \$11475  
 PLEASE CONFIRM THANKS  
 JAMIE

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 PRIORITIES USA ACTION

| LINE#  | REP | CD | TIME PERIOD | LGTH | SEC | RATE     | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS   | TOTL SPTS |
|--|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|--------|-----------|
| 1  |     |    | 100P-200P   | 30   |     | \$200.00 | 10/18      | 10/24    | 3        |           | TU-F,M | 3         |
| AGENCY ADVERTISER CODE = 750<br>AGENCY PRODUCT CODE = 760<br>PROGRAM : DAYS OF OUR LIVES<br>CON COM1 : DAYS OF OUR LIVES |     |    |             |      |     |          |            |          |          |           |        |           |
| 2  |     |    | 630P-700P   | 30   |     | \$325.00 | 10/18      | 10/24    | 3        |           | TU-F,M | 3         |
| PROGRAM : NBC NIGHTLY NEWS<br>CON COM1 : NBC NIGHTLY NEWS  |     |    |             |      |     |          |            |          |          |           |        |           |
| 3  |     |    | 700A-900A   | 30   |     | \$350.00 | 10/18      | 10/24    | 4        |           | TU-F,M | 4         |
| PROGRAM : TODAY<br>CON COM1 : TODAY  |     |    |             |      |     |          |            |          |          |           |        |           |

REP HEADLINE# 8222007  
 \*\*\* ORIGINAL REV#0 \*\*\*  
 REP: TEL# 610-293-4100  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP  
 APR4/16 12.55  
 \*\*\* WNW0-TV \*\*\*  
 FAX# 610-225-1191

| LINE#                           | REP | CD | TIME PERIOD | LGTH | SEC | RATE       | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS           | TOTL SPTS |
|---------------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|----------------|-----------|
| 4                               |     |    | 730P-800P   | 30   |     | \$500.00   | 10/18      | 10/24    | 3        |           | TU F M         | 3         |
| PROGRAM : FAMILY FEUD           |     |    |             |      |     |            |            |          |          |           |                |           |
| CON COM1 : FAMILY FEUD          |     |    |             |      |     |            |            |          |          |           |                |           |
| 5                               |     |    | 800P-1000P  | 30   |     | \$2,600.00 | 10/24      | 10/24    | 1        |           | MON            | 1         |
| PROGRAM : THE VOICE 9/19/16     |     |    |             |      |     |            |            |          |          |           |                |           |
| CON COM1 : THE VOICE 9/19/16    |     |    |             |      |     |            |            |          |          |           |                |           |
| 6                               |     |    | 1130P-1205A | 30   |     | \$450.00   | 10/23      | 10/23    | 1        |           | SUN            | 1         |
| PROGRAM : NBC 24 NEWS @ 11 SUN  |     |    |             |      |     |            |            |          |          |           |                |           |
| CON COM1 : NBC 24 NEWS @ 11 SUN |     |    |             |      |     |            |            |          |          |           |                |           |
| 7                               |     |    | 600P-630P   | 30   |     | \$350.00   | 10/23      | 10/23    | 1        |           | SUN            | 1         |
| PROGRAM : NEWS                  |     |    |             |      |     |            |            |          |          |           |                |           |
| CON COM1 : NEWS                 |     |    |             |      |     |            |            |          |          |           |                |           |
| 8                               |     |    | 1000P-1100P | 30   |     | \$1,800.00 | 10/18      | 10/18    | 1        |           | TUE            | 1         |
| PROGRAM : CHICAGO FIRE          |     |    |             |      |     |            |            |          |          |           |                |           |
| CON COM1 : CHICAGO FIRE         |     |    |             |      |     |            |            |          |          |           |                |           |
| 9                               |     |    | 900P-1000P  | 30   |     | \$1,800.00 | 10/19      | 10/19    | 1        |           | WED            | 1         |
| PROGRAM : LAW & ORDER: SVU      |     |    |             |      |     |            |            |          |          |           |                |           |
| CON COM1 : LAW & ORDER: SVU     |     |    |             |      |     |            |            |          |          |           |                |           |
|                                 |     |    |             |      |     |            |            |          |          |           | CONTRACT TOTAL | 11475.00  |
|                                 |     |    |             |      |     |            |            |          |          |           | TOTAL SPOTS    | 18        |

OCT/16 11475.00  
 MARKET TOTALS \$143,437 WNW0 8% WUPW 1% WTVG 39% WTOL 52% CABL 0% WT05 0% HNWO 0%  
 SVC- NSI  
 DEMOS- RA35+\*

REP HEADLINE# 8222007 REP: TEL# 610-292-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 03 UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP MAY16/16 11.38  
 \*\*CHANGES\*\* \*\*\* WNWO-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/PRIORITIES USA ACTION REP. # \_\_\_\_\_ OFF. # 75 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME TARGETED PLATFORM MEDIA LLC BUYER NAME KATHRYN WELSH  
 1291 HOLLYWOOD AVE SALES PRSN PH- KRISTEN WASKIE  
 ANNAPOLIS, MD 21403 CLASS: NATL. LOCAL REGIONAL

ORDER # \_\_\_\_\_ CONTRACT # 8222007  
 PRDCT PRIORITIES USA ACT EST#4561 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT18/16 OCT24/16 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE MAY16/16 11.38

REP: PLEASE CONFIRM FOR PAPERWORK PURPOSES  
 CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 PRIORITIES USA ACTION

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | SPOTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-------|
| 1     |     |    |             |      |     |      |            |          |          |           |      |       |

AGENCY ADVERTISER CODE = 750 AGENCY EST# = 4561  
 AGENCY PRODUCT CODE = 760  
 NO BUYS TO PRINT  
 OCT/16 11475.00 CONTRACT TOTAL 11475.00  
 TOTAL SPOTS 14

MARKET TOTALS \$143,437 WNWO 8% WUPW 1% WTVG 39% WTOL 5% CABL 0% WTOS 0% HNWO 0%  
 SVC- NSI  
 DEMOS- RA25+\*  
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECF Q-PAID FOR R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|                              |                         |
|------------------------------|-------------------------|
| <b>Station and Location:</b> | <b>Date:</b><br>3/29/16 |
|------------------------------|-------------------------|

I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

|                       |
|-----------------------|
| Priorities USA Action |
|-----------------------|

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

This broadcast time will be used by: Priorities USA Action

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Campaign Name: Priorities USA Action  
Office Sought: U.S. Presidency  
General Election: November, 8th 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Greg Speed  
Executive Strategist: Anne Caprara  
Chief Strategist: Guy Cecil

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

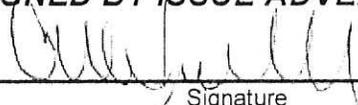
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

***TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)***

March 29th, 2016

Date

  
Signature

(202) 965-5060

Contact Phone Number

***TO BE SIGNED BY STATION REPRESENTATIVE***

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title