

# CONTRACT



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

<u>Contract / Revision</u> 136523 / 1		<u>Alt Order #</u> WOC10404318
<u>Product</u> <b>THE PAT MCCRORY COMMITTEE (CS)</b>		
<u>Contract Dates</u> <b>10/03/16 - 11/08/16</b>		<u>Estimate #</u> <b>4507</b>
<u>Advertiser</u> <b>Pat McCrory Committee (The)</b>		<u>Original Date / Revision</u> 05/27/16 / 07/27/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WTVD</b>	<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>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

350833

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	10/03/16	11/04/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	46	\$25,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	MTWTF--				8	\$550.00				
Week:		10/10/16	10/16/16	MTWTF--				8	\$550.00				
Week:		10/17/16	10/23/16	MTWTF--				10	\$550.00				
Week:		10/24/16	10/30/16	MTWTF--				10	\$550.00				
Week:		10/31/16	11/06/16	MTWTF--				10	\$550.00				
2	WTVD	11/07/16	11/08/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	MT-----				2	\$550.00				
3	WTVD	10/03/16	11/04/16	Eyewitness News @ 4pm	4:00 PM-5:00 PM		:30				NM	25	\$8,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	MTWTF--				5	\$350.00				
Week:		10/10/16	10/16/16	MTWTF--				5	\$350.00				
Week:		10/17/16	10/23/16	MTWTF--				5	\$350.00				
Week:		10/24/16	10/30/16	MTWTF--				5	\$350.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$350.00				
4	WTVD	11/07/16	11/07/16	Eyewitness News @ 4pm	4:00 PM-5:00 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:		11/07/16	11/13/16	M-----				1	\$350.00				
5	WTVD	10/03/16	11/05/16	Eyewitness News Sat @ 7pm	7:00 PM-7:30 PM		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S-				1	\$350.00				
Week:		10/10/16	10/16/16	-----S-				1	\$350.00				
Week:		10/17/16	10/23/16	-----S-				1	\$350.00				
Week:		10/24/16	10/30/16	-----S-				1	\$350.00				
Week:		10/31/16	11/06/16	-----S-				1	\$350.00				
6	WTVD	10/03/16	11/06/16	Eyewitness News Sun @ 6pm	6:00 PM-6:30 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:		10/03/16	10/09/16	-----S				1	\$600.00				
Week:		10/10/16	10/16/16	-----S				1	\$600.00				
Week:		10/17/16	10/23/16	-----S				1	\$600.00				
Week:		10/24/16	10/30/16	-----S				1	\$600.00				

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

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<u>Contract Dates</u> 10/03/16 - 11/08/16		<u>Product</u> THE PAT MCCRORY C
<u>Advertiser</u> Pat McCrory Committee (		<u>Estimate #</u> 4507
		<u>Original Date / Revision</u> 05/27/16 / 07/27/16

*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>				
Week:		10/31/16	11/06/16	-----S				1	\$600.00				
7	WTVD	10/03/16	11/04/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	25	\$16,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	MTWTF--				5	\$650.00				
Week:		10/10/16	10/16/16	MTWTF--				5	\$650.00				
Week:		10/17/16	10/23/16	MTWTF--				5	\$650.00				
Week:		10/24/16	10/30/16	MTWTF--				5	\$650.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$650.00				
8	WTVD	11/07/16	11/07/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$650.00				
9	WTVD	10/03/16	11/04/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	25	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	MTWTF--				5	\$700.00				
Week:		10/10/16	10/16/16	MTWTF--				5	\$700.00				
Week:		10/17/16	10/23/16	MTWTF--				5	\$700.00				
Week:		10/24/16	10/30/16	MTWTF--				5	\$700.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$700.00				
10	WTVD	11/07/16	11/07/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$700.00				
11	WTVD	10/03/16	11/04/16	Rachael Ray	10:00 AM-11:00 AM		:30				NM	24	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	MTWTF--				4	\$200.00				
Week:		10/10/16	10/16/16	MTWTF--				5	\$200.00				
Week:		10/17/16	10/23/16	MTWTF--				5	\$200.00				
Week:		10/24/16	10/30/16	MTWTF--				5	\$200.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$200.00				
12	WTVD	11/07/16	11/07/16	Rachael Ray	10:00 AM-11:00 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:		11/07/16	11/13/16	M-----				1	\$200.00				
13	WTVD	10/03/16	11/04/16	General Hospital	3:00 PM-4:00 PM		:30				NM	20	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	MTWTF--				3	\$300.00				
Week:		10/10/16	10/16/16	MTWTF--				3	\$300.00				
Week:		10/17/16	10/23/16	MTWTF--				4	\$300.00				
Week:		10/24/16	10/30/16	MTWTF--				5	\$300.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$300.00				
14	WTVD	11/07/16	11/07/16	General Hospital	3:00 PM-4:00 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$300.00				
15	WTVD	10/03/16	11/04/16	The Chew	1:00 PM-2:00 PM		:30				NM	20	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	MTWTF--				4	\$250.00				
Week:		10/10/16	10/16/16	MTWTF--				4	\$250.00				
Week:		10/17/16	10/23/16	MTWTF--				4	\$250.00				
Week:		10/24/16	10/30/16	MTWTF--				4	\$250.00				
Week:		10/31/16	11/06/16	MTWTF--				4	\$250.00				
16	WTVD	11/07/16	11/07/16	The Chew	1:00 PM-2:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$250.00				

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<u>Advertiser</u> Pat McCrory Committee (		<u>Estimate #</u> 4507
		<u>Original Date / Revision</u> 05/27/16 / 07/27/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
17	WTVD	10/03/16	11/04/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	25	\$16,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	MTWTF--				5	\$650.00				
Week:		10/10/16	10/16/16	MTWTF--				5	\$650.00				
Week:		10/17/16	10/23/16	MTWTF--				5	\$650.00				
Week:		10/24/16	10/30/16	MTWTF--				5	\$650.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$650.00				
18	WTVD	11/07/16	11/07/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$650.00				
19	WTVD	10/29/16	10/29/16	Eyewitness News Sat 730p	730p-8p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$300.00				
20	WTVD	10/03/16	11/07/16	Dancing With The Stars	8:00 PM-10:00 PM		:30				NM	6	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	M-----				1	\$4,500.00				
Week:		10/10/16	10/16/16	M-----				1	\$4,500.00				
Week:		10/17/16	10/23/16	M-----				1	\$4,500.00				
Week:		10/24/16	10/30/16	M-----				1	\$4,500.00				
Week:		10/31/16	11/06/16	M-----				1	\$4,500.00				
Week:		11/07/16	11/13/16	M-----				1	\$4,500.00				
21	WTVD	10/03/16	10/26/16	Designated Survivor	10:00 PM-11:00 PM		:30				NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	--W----				2	\$3,000.00				
Week:		10/10/16	10/16/16	--W----				1	\$3,000.00				
Week:		10/17/16	10/23/16	--W----				1	\$3,000.00				
Week:		10/24/16	10/30/16	--W----				1	\$3,000.00				
22	WTVD	10/03/16	11/02/16	Blackish	9:30 PM-10:00 PM		:30				NM	5	\$47,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	--W----				1	\$9,500.00				
Week:		10/10/16	10/16/16	--W----				1	\$9,500.00				
Week:		10/17/16	10/23/16	--W----				1	\$9,500.00				
Week:		10/24/16	10/30/16	--W----				1	\$9,500.00				
Week:		10/31/16	11/06/16	--W----				1	\$9,500.00				
23	WTVD	10/03/16	11/05/16	Prime College Footbal	8:00 PM-11:30 PM		:30				NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S-				1	\$1,500.00				
Week:		10/10/16	10/16/16	-----S-				1	\$1,500.00				
Week:		10/17/16	10/23/16	-----S-				1	\$1,500.00				
Week:		10/24/16	10/30/16	-----S-				1	\$1,500.00				
Week:		10/31/16	11/06/16	-----S-				1	\$1,500.00				
24	WTVD	10/03/16	11/06/16	America's Funniest Home Vid	7:00 PM-8:00 PM		:30				NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S				1	\$1,500.00				
Week:		10/10/16	10/16/16	-----S				1	\$1,500.00				
Week:		10/17/16	10/23/16	-----S				1	\$1,500.00				
Week:		10/24/16	10/30/16	-----S				1	\$1,500.00				
Week:		10/31/16	11/06/16	-----S				1	\$1,500.00				
25	WTVD	10/03/16	11/03/16	Grey's Anatomy	8:00 PM-9:00 PM		:30				NM	5	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	---T---				1	\$4,500.00				
Week:		10/10/16	10/16/16	---T---				1	\$4,500.00				

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<u>Contract Dates</u> 10/03/16 - 11/08/16		<u>Product</u> THE PAT MCCRORY C
		<u>Estimate #</u> 4507
<u>Advertiser</u> Pat McCrory Committee (		<u>Original Date / Revision</u> 05/27/16 / 07/27/16

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		<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	---T---				1	\$4,500.00					
Week:		10/24/16	10/30/16	---T---				1	\$4,500.00					
Week:		10/31/16	11/06/16	---T---				1	\$4,500.00					
26	WTVD	10/03/16	11/04/16	Jeopardy	7:00 PM-7:30 PM		:30				NM	15	\$10,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	MTWTF--				3	\$700.00					
Week:		10/10/16	10/16/16	MTWTF--				3	\$700.00					
Week:		10/17/16	10/23/16	MTWTF--				3	\$700.00					
Week:		10/24/16	10/30/16	MTWTF--				3	\$700.00					
Week:		10/31/16	11/06/16	MTWTF--				3	\$700.00					
27	WTVD	10/08/16	11/05/16	Eyewitness News Sat 730p	730p-8p		:30				NM	4	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-----S-				1	\$300.00					
Week:		10/10/16	10/16/16	-----S-				1	\$300.00					
Week:		10/17/16	10/23/16	-----S-				1	\$300.00					
Week:		10/24/16	10/30/16	-----S-				0	\$0.00					
Week:		10/31/16	11/06/16	-----S-				1	\$300.00					
<b>Totals</b>												0.00	280	\$247,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	215	\$193,500.00	(\$29,025.00)	\$164,475.00
10/31/16 - 11/08/16	65	\$54,300.00	(\$8,145.00)	\$46,155.00
<b>Totals</b>	<b>280</b>	<b>\$247,800.00</b>	<b>(\$37,170.00)</b>	<b>\$210,630.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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