

Murphy for Senate



Station	WFLA-TV	Buyer	Caroline Bahng
Market	Tampa-St. Petersburg	Email	caroline@screenstrategies.com
Flight Dates	7/20/2016 - 7/24/2016 Revised (Est. 2045)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Wed 7/20	Thu 7/21	Fri 7/22	Sat 7/23	Sun 7/24	Total
WFLA 6a News 6:00 AM - 7:00 AM	EM	M-F 30	\$300.00 \$900.00	1	1	1			3
Today Show 7:00 AM - 9:00 AM	EM	M-F 30	\$475.00 \$2,850.00	2	2	2			6
Saturday 7a News 7:00 AM - 8:00 AM	EM	Sa 30	\$250.00 \$250.00				1		1
Sold Out: Lowest Rate to Clear per WFLA									
Sunday 7a News 7:00 AM - 8:00 AM	EM	Su 30	\$100.00 \$100.00					1	1
Sold Out: Lowest Rate to Clear per WFLA									
Sunday 9a News 9:00 AM - 10:00 AM	EM	Su 30	\$120.00 \$120.00					1	1
Sold Out: Lowest Rate to Clear per WFLA									
Today II 9:00 AM - 10:00 AM	DT	M-F 30	\$200.00 \$600.00	1	1	1			3
WFLA 11a News 11:00 AM - 12:00 PM	DT	M-F 30	\$50.00 \$100.00	1		1			2
Days of Our Lives 1:00 PM - 2:00 PM	DT	M-F 30	\$100.00 \$100.00		1				1
Ellen 3:00 PM - 4:00 PM	EF	M-F 30	\$150.00 \$450.00	1	1	1			3
WFLA 4p News 4:00 PM - 5:00 PM	EN	M-F 30	\$500.00 \$1,500.00	1	1	1			3
Sold Out: Lowest Rate to Clear per WFLA									

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WFLA 5p News 5:00 PM - 5:30 PM	EN	M-F 30	\$300.00 \$900.00	1	1	1			3
WFLA 5:30p News 5:30 PM - 6:00 PM	EN	M-F 30	\$300.00 \$900.00	1	1	1			3
WFLA 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$500.00 \$1,500.00	1	1	1			3
WFLA 7p News 7:00 PM - 7:30 PM	EN	M-F 30	\$600.00 \$1,800.00	1	1	1			3
Sold Out: Lowest Rate to Clear per WFLA									
Saturday 6p News 6:00 PM - 6:30 PM	EN	Sa 30	\$250.00 \$250.00				1		1
Sunday 6p News 6:00 PM - 6:30 PM	EN	Su 30	\$250.00 \$250.00					1	1
Extra 7:30 PM - 8:00 PM	PA	M-F 30	\$300.00 \$900.00	1	1	1			3
America's Talent 8:00 PM - 10:00 PM	PT	W 30	\$4,500.00 \$4,500.00	1					1
Sold Out: Lowest Rate to Clear per WFLA									
WFLA 11p News 11:00 PM - 11:35 PM	LN	M-F 30	\$600.00 \$1,800.00	1	1	1			3
Saturday 11p News 11:00 PM - 11:35 PM	LN	Sa 30	\$600.00 \$600.00				1		1

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Program Name	DP	Days Length	Rate	Wed 7/20	Thu 7/21	Fri 7/22	Sat 7/23	Sun 7/24	Total
Sunday 11p News 11:00 PM - 11:35 PM	LN	Su 30	\$600.00 \$600.00					1	1
Tonight Show 11:35 PM - 12:37 AM	LF	M-F 30	\$315.00 \$945.00	1	1	1			3
Station Totals			\$21,915.00	15	14	14	3	4	50



WFLA
200 S. Parker Street
Tampa, FL 33606
(813) 221-5771

CONTRACT

<u>Contract / Revision</u> 906127 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 07/20/16 - 07/24/16		<u>Estimate #</u> 2045
<u>Advertiser</u> POL/Patrick Murphy for Senate (D)		<u>Original Date / Revision</u> 07/19/16 / 07/19/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFLA	<u>Account Executive</u> WFLA National House	<u>Sales Office</u> National House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Screen Strategies Media
11150 Fairfax Boulevard
Suite 505
Fairfax, VA 22030
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	07/20/16	07/24/16	Local News @ 6a	558-7a		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	--111--	3			\$300.00					
N 2	WFLA	07/20/16	07/24/16	Today Show	657-9a		:30				NM	6	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	--222--	6			\$475.00					
N 3	WFLA	07/20/16	07/24/16	Local Sa 7a News	7-8a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	-----1-	1			\$250.00					
N 4	WFLA	07/20/16	07/24/16	WFLA 7a News Su	Su 7-8a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	-----1	1			\$100.00					
N 5	WFLA	07/20/16	07/24/16	Local Su 9a News	9-10a		:30				NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	-----1	1			\$120.00					
N 6	WFLA	07/20/16	07/24/16	Today Show 2	9-10a		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	--111--	3			\$200.00					
N 7	WFLA	07/20/16	07/24/16	Local News @ 11a	Local News @ 11a		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	--1-1--	2			\$50.00					
N 8	WFLA	07/20/16	07/24/16	Days of Our Lives	1258-4p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	---1---	1			\$100.00					
N 9	WFLA	07/20/16	07/24/16	M-F 3-4p	3-4p		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	--111--	3			\$150.00					
N 10	WFLA	07/20/16	07/24/16	M-F 4-5p	4-5p		: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:		07/18/16	07/24/16	--111--	3			\$500.00					
N 11	WFLA	07/20/16	07/24/16	M-F 5-530p	5-530p		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					

(* 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.



WFLA
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<u>Contract / Revision</u> 906127 /		<u>Alt Order #</u>
<u>Contract Dates</u> 07/20/16 - 07/24/16	<u>Product</u>	<u>Estimate #</u> 2045
<u>Advertiser</u> POL/Patrick Murphy for S		<u>Original Date / Revision</u> 07/19/16 / 07/19/16

*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:		07/18/16	07/24/16	--111--				3	\$300.00				
N 12	WFLA	07/20/16	07/24/16	M-F 530-6p	530-6p		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/18/16	07/24/16	--111--				3	\$300.00				
N 13	WFLA	07/20/16	07/24/16	Local 6p News	6-630p		: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:		07/18/16	07/24/16	--111--				3	\$500.00				
N 14	WFLA	07/20/16	07/24/16	Local 7p News	7-730p		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/18/16	07/24/16	--111--				3	\$600.00				
N 15	WFLA	07/20/16	07/24/16	Sa 6p News	6-630p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/18/16	07/24/16	-----1-				1	\$250.00				
N 16	WFLA	07/20/16	07/24/16	Su 6p News	6-630p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/18/16	07/24/16	-----1				1	\$250.00				
N 17	WFLA	07/20/16	07/24/16	M-F 730-8p	730-8p		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/18/16	07/24/16	--111--				3	\$300.00				
N 18	WFLA	07/20/16	07/24/16	Wed 8-10p Amer Got Talent	8-10p		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/18/16	07/24/16	--1----				1	\$4,500.00				
N 19	WFLA	07/20/16	07/24/16	Late News M-Su	M-Su		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/18/16	07/24/16	--111--				3	\$600.00				
N 20	WFLA	07/20/16	07/24/16	Late News M-Su	M-Su		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/18/16	07/24/16	-----1-				1	\$600.00				
N 21	WFLA	07/20/16	07/24/16	Late News M-Su	M-Su		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/18/16	07/24/16	-----1				1	\$600.00				
N 22	WFLA	07/20/16	07/24/16	Tonight Show	Tonight Show		:30				NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/18/16	07/24/16	--111--				3	\$315.00				
Totals								0.00				50	\$21,915.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/27/16 - 07/24/16	50	\$21,915.00	(\$3,287.25)	\$18,627.75
Totals	50	\$21,915.00	(\$3,287.25)	\$18,627.75

Signature: _____ Date: _____

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