

Murphy for Senate



Station	WFLA-TV	Buyer	Caroline Bahng
Market	Tampa-St. Petersburg	Email	caroline@screenstrategies.com
Flight Dates	8/8/2016 - 8/14/2016 Revised (Est. 1954)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Mon 8/8	Tue 8/9	Wed 8/10	Thu 8/11	Fri 8/12	Sat 8/13	Sun 8/14	Total
WFLA 6a News 6:00 AM - 7:00 AM	EM	M-F 30	\$300.00 \$1,500.00	1	1	1	1	1			5
Today Show 7:00 AM - 9:00 AM	EM	M-F 30	\$475.00 \$2,375.00	1	1	1	1	1			5
Saturday 7a News 7:00 AM - 8:00 AM	EM	Sa 30	\$40.00 \$40.00						1		1
Saturday Today 8:00 AM - 10:00 AM	EM	Sa 30	\$150.00 \$150.00						1		1
Sunday 7a News 7:00 AM - 8:00 AM	EM	Su 30	\$40.00 \$40.00							1	1
Sunday Today 8:00 AM - 9:00 AM	EM	Su 30	\$200.00 \$200.00							1	1
Sunday 9a News 9:00 AM - 10:00 AM	EM	Su 30	\$120.00 \$120.00							1	1
Today II 9:00 AM - 10:00 AM	DT	M-F 30	\$200.00 \$800.00	1		1	1	1			4
Olympic Daytime 10:00 AM - 5:00 PM	DT	M-F 30	\$900.00 \$1,800.00		1			1			2
WFLA 5p News 5:00 PM - 5:30 PM	EN	M-F 30	\$250.00 \$1,250.00	1	1	1	1	1			5

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WFLA 5:30p News 5:30 PM - 6:00 PM	EN	M-F 30	\$300.00 \$1,500.00	1	1	1	1	1			5
WFLA 6p News 6:00 PM - 6:30 PM 8/5-8/21	EN	M-F 30	\$1,000.00 \$2,000.00	1		1					2
WFLA 7p News 7:00 PM - 7:30 PM 8/5-8/21	EN	M-F 30	\$1,000.00 \$2,000.00		1		1				2
Olympic Zone 7:30 PM - 8:00 PM 8/6-8/21	PA	M-F 30	\$1,000.00 \$5,000.00	1	1	1	1	1			5
Olympic Prime 8:00 PM - 12:00 AM	PT	W 30	\$10,000.00 \$10,000.00			1					1
Olympic Prime 8:00 PM - 12:00 AM	PT	F 30	\$10,000.00 \$10,000.00					1			1
Olympic Prime 8:00 PM - 12:00 AM	PT	Sa 30	\$10,000.00 \$10,000.00						1		1
WFLA 12m News 12:00 AM - 12:35 AM	LN	M-F 30	\$1,725.00 \$8,625.00	1	1	1	1	1			5
Saturday 12m News 12:00 AM - 12:35 AM	LN	Sa 30	\$1,725.00 \$1,725.00						1		1
Sunday 12m News 12:00 AM - 12:35 AM	LN	Su 30	\$1,725.00 \$1,725.00							1	1

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Olympic Late Night	LF	M-F	\$1,600.00	1							1
12:35 AM - 1:35 AM		30	\$1,600.00								
Sold Out: Lowest Rate to Clear per WFLA											
Station Totals			\$62,450.00	9	8	9	8	9	4	4	51



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

CONTRACT

<u>Contract / Revision</u> 905772 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 08/08/16 - 08/14/16		<u>Estimate #</u> 1954
<u>Advertiser</u> POL/Patrick Murphy for Senate (D)		<u>Original Date / Revision</u> 07/18/16 / 07/18/16
<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	08/08/16	08/14/16	Local News @ 6a	558-7a		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/08/16	08/14/16	11111--	5			\$300.00					
N 2	WFLA	08/08/16	08/14/16	Today Show	657-9a		:30				NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/08/16	08/14/16	11111--	5			\$475.00					
N 3	WFLA	08/08/16	08/14/16	Local Sa 7a News	7-8a		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1-	1			\$40.00					
N 4	WFLA	08/08/16	08/14/16	Today Show Sa	657-10a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1-	1			\$150.00					
N 5	WFLA	08/08/16	08/14/16	WFLA 7a News Su	Su 7-8a		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1	1			\$40.00					
N 6	WFLA	08/08/16	08/14/16	Today Show Su	8-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1	1			\$200.00					
N 7	WFLA	08/08/16	08/14/16	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:		08/08/16	08/14/16	-----1	1			\$120.00					
N 8	WFLA	08/08/16	08/14/16	Today Show 2	9-10a		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/08/16	08/14/16	1-111--	4			\$200.00					
N 9	WFLA	08/08/16	08/14/16	Olympic Daytime Wkdy	Olympic Daytime V		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/08/16	08/14/16	-1--1--	2			\$900.00					
N 10	WFLA	08/08/16	08/14/16	M-F 5-530p	5-530p		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/08/16	08/14/16	11111--	5			\$250.00					
N 11	WFLA	08/08/16	08/14/16	M-F 530-6p	530-6p		:30				NM	5	\$1,500.00
		<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.



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<u>Contract / Revision</u> 905772 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/08/16 - 08/14/16	<u>Product</u>	<u>Estimate #</u> 1954
<u>Advertiser</u> POL/Patrick Murphy for S		<u>Original Date / Revision</u> 07/18/16 / 07/18/16

*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:		08/08/16	08/14/16	11111--				5	\$300.00				
N 12	WFLA	08/08/16	08/14/16	Local 6p News	6-630p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/08/16	08/14/16	1-1----				2	\$1,000.00				
N 13	WFLA	08/08/16	08/14/16	Local 7p News	7-730p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/08/16	08/14/16	-1-1---				2	\$1,000.00				
N 14	WFLA	08/08/16	08/14/16	Olympic Ozone 730-8p	Olympic Ozone 730		:30				NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/08/16	08/14/16	11111--				5	\$1,000.00				
N 15	WFLA	08/08/16	08/14/16	Olympic Prime	Olympic Prime		:30				NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/08/16	08/14/16	--1----				1	\$10,000.00				
N 16	WFLA	08/08/16	08/14/16	Olympic Prime	Olympic Prime		:30				NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/08/16	08/14/16	----1--				1	\$10,000.00				
N 17	WFLA	08/08/16	08/14/16	Olympic Prime	Olympic Prime		:30				NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/08/16	08/14/16	-----1-				1	\$10,000.00				
N 18	WFLA	08/08/16	08/14/16	Late News Late Run	Various		:30				NM	5	\$8,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/08/16	08/14/16	11111--				5	\$1,725.00				
N 19	WFLA	08/08/16	08/14/16	Late News Late Run	Various		:30				NM	1	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/08/16	08/14/16	-----1-				1	\$1,725.00				
N 20	WFLA	08/08/16	08/14/16	Late News Late Run	Various		:30				NM	1	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/08/16	08/14/16	-----1				1	\$1,725.00				
N 21	WFLA	08/08/16	08/14/16	Olympic Late Night	Olympic Late Night		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/08/16	08/14/16	1-----				1	\$1,600.00				
Totals								0.00				51	\$62,450.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/14/16	51	\$62,450.00	(\$9,367.50)	\$53,082.50
Totals	51	\$62,450.00	(\$9,367.50)	\$53,082.50

Signature: _____ **Date:** _____

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