



WTAT
4301 Arco Lane
N Charleston, SC 29418

McKenna Media
1322 G St, SE
Washington, DC 20003

Contract # 4204

Schedule Dates 10/21/20-10/27/20
Advertiser Dr. Debbie Bryant for SC Senate (1739)
Agency McKenna Media (1236)
Product Political (1018)
Brand DR. DEBBIE C BRYANT RN-SC SD 44 (9433)
Salesperson Millennium/PHL, Philadelphia (1022)
Sales Office Millennium Philadelphia
Buyer Name Medi,Placement,
Phone/Fax /
CPE 1232/1277/9280
Account Types National/Political Candidate Agency
Billing Type Weekly/Irregular
Comments FRAN BROWN

Date Entered 10/13/20
Last Modified 10/22/20
Entered By Sheanna Caban
CO-OP No
External # ECR27145656
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$216.75
Net Total \$1,228.25
Sales Tax

Charleston S (WTAT)

By Broadcast Month	Spots	Rate
Oct. 2020	5	\$640.00
Nov. 2020	6	\$805.00
Grand Total:	11	\$1,445.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/22/20-10/22/20	3	:30	1P- 2P (EST)	1				X				1	\$70.00	\$70.00	Charleston S (WTAT)	People's Court	10/13/20
2.0	Normal Line / SPOT (1)	10/26/20-10/26/20	3	:30	1P- 2P (EST)	1	X							1	\$70.00	\$70.00	Charleston S (WTAT)	People's Court	10/13/20
3.0	Normal Line / SPOT (2)	10/21/20-10/21/20	3	:30	5:30P- 6P (EST)	1			X						\$135.00		Charleston S (WTAT)	Judge Judy	10/13/20
3.0.1	Closed Preempt (2)	10/21/20															Charleston S (WTAT)	Preempt/Spot -	
4.0	Normal Line / SPOT (2)	10/23/20-10/23/20	3	:30	5:30P- 6P (EST)	1					X				\$135.00		Charleston S (WTAT)	Judge Judy	10/13/20
4.0.1	Closed Preempt (2)	10/23/20															Charleston S (WTAT)	Preempt/Spot -	
5.0	Normal Line / SPOT (2)	10/27/20-10/27/20	3	:30	5:30P- 6P (EST)	1		X						1	\$135.00	\$135.00	Charleston S (WTAT)	Judge Judy	10/13/20
6.0	Normal Line / News (3)	10/21/20-10/21/20	3	:30	6:30P- 7P (EST)	1			X					1	\$90.00	\$90.00	Charleston S (WTAT)	FOX24 News @ 630p	10/13/20
7.0	Normal Line / News (3)	10/23/20-10/23/20	3	:30	6:30P- 7P (EST)	1					X			1	\$90.00	\$90.00	Charleston S (WTAT)	FOX24 News @ 630p	10/13/20
8.0	Normal Line / News (3)	10/27/20-10/27/20	3	:30	6:30P- 7P (EST)	1		X						1	\$90.00	\$90.00	Charleston S (WTAT)	FOX24 News @ 630p	10/13/20
9.0	Normal Line / News (4)	10/22/20-10/22/20	3	:30	10P- 10:30P (EST)	1				X					\$240.00		Charleston S (WTAT)	Late News At 10p	10/13/20
9.0.1	Closed Preempt (4)	10/22/20															Charleston S (WTAT)	Program Change/Exception - SPORTS	
10.0	Normal Line / News (4)	10/26/20-10/26/20	3	:30	10P- 10:30P (EST)	1	X							1	\$240.00	\$240.00	Charleston S (WTAT)	Late News At 10p	10/13/20

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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11.0	Normal Line / News (5)	10/25/20-10/25/20	3	:30	10P- 10:35P (EST)	1							X	1	\$150.00		Charleston S (WTAT)	News At 10	10/13/20
11.0.1	Closed Preempt (5)	10/25/20															Charleston S (WTAT)	Program Change/Exception - 10p News will air 11p-1135p on SUN	
12.0	M/G For 9.0.1 / News (6)	10/22/20-10/22/20	3	:30	11:30P- 12A (EST)	1				X				1	\$240.00	\$240.00	Charleston S (WTAT)	Late News At 10p	10/15/20
13.0	M/G For 3.0.1,4.0.1 / SPOT (7)	10/26/20-10/26/20	1	:30	3P- 4P (EST)	1	X							1	\$135.00	\$135.00	Charleston S (WTAT)	TMZ LIVE	10/21/20
14.0	Normal Line / SPOT (8)	10/27/20-10/27/20	1	:30	3P- 4P (EST)	1		X						1	\$135.00	\$135.00	Charleston S (WTAT)	TMZ LIVE	10/21/20
15.0	M/G For 11.0.1 / News (5)	10/25/20-10/25/20	3	:30	11P- 11:35P (EST)	1							X	1	\$150.00	\$150.00	Charleston S (WTAT)	News At 10	10/22/20

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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