

CONTRACT



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

And:

Targeted Platform Media LLC
650 MASSACHUSETTS AVE, NW, SUITE 210
WASHINGTON, DC 20001

<u>Contract / Revision</u> 137927 /		<u>Alt Order #</u> WOC10410064
<u>Product</u> ISSUE UNION CANDIDATE		
<u>Contract Dates</u> 06/21/16 - 06/27/16	<u>Estimate #</u> 4592	
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 06/14/16 / 06/14/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTVD	<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> 750	<u>Product 1/2</u> 760
<u>Agency Ref</u>		<u>Advertiser Ref</u>

351683

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	06/21/16	06/24/16	Eyewitness News @ 530am	5:30 AM-6:00 AM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				1	\$900.00				
2	WTVD	06/21/16	06/27/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	M - - - - -				1	\$1,500.00				
3	WTVD	06/21/16	06/24/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				3	\$1,500.00				
4	WTVD	06/21/16	06/24/16	Eyewitness News @ 6a	6:00 AM-7:00 AM		:30				NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				3	\$1,200.00				
5	WTVD	06/21/16	06/24/16	Eyewitness News @ Noon	12:00 PM-12:30 PM		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				3	\$900.00				
6	WTVD	06/21/16	06/24/16	Rachael Ray	10:00 AM-11:00 AM		: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:		06/21/16	06/27/16	- TWTF - -				3	\$600.00				
7	WTVD	06/21/16	06/24/16	Live w/Kelly	9:00 AM-10:00 AM		:30				NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				3	\$750.00				
8	WTVD	06/21/16	06/24/16	Eyewitness News @ 1230p	12:30 PM-1:00 PM		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				3	\$800.00				
9	WTVD	06/21/16	06/24/16	The Chew	1:00 PM-2:00 PM		: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:		06/21/16	06/27/16	- TWTF - -				3	\$600.00				
10	WTVD	06/21/16	06/24/16	General Hospital	3:00 PM-4:00 PM		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				3	\$650.00				
11	WTVD	06/21/16	06/24/16	The View	11:00 AM-12:00 PM		:30				NM	2	\$1,100.00
		<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.



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

<u>Contract / Revision</u> 137927 /		<u>Alt Order #</u> WOC10410064
<u>Contract Dates</u> 06/21/16 - 06/27/16	<u>Product</u> ISSUE UNION CANDID	<u>Estimate #</u> 44592
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 06/14/16 / 06/14/16

*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:		06/21/16	06/27/16	- TWTF - -				2	\$550.00				
12	WTVD	06/21/16	06/24/16	Eyewitness News @ 4pm	4:00 PM-5:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				1	\$800.00				
13	WTVD	06/21/16	06/24/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				2	\$1,800.00				
14	WTVD	06/21/16	06/24/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				3	\$1,300.00				
15	WTVD	06/21/16	06/27/16	Eyewitness News @ 5pm	5:00 PM-5:30 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	M - - - - -				1	\$1,000.00				
16	WTVD	06/21/16	06/24/16	Eyewitness News @ 5pm	5:00 PM-5:30 PM		:30				NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				3	\$1,000.00				
17	WTVD	06/21/16	06/24/16	Jeopardy	7:00 PM-7:30 PM		:30				NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				2	\$2,200.00				
18	WTVD	06/21/16	06/24/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- TWTF - -				2	\$2,000.00				
19	WTVD	06/21/16	06/26/16	Eyewitness News @ 11p	11:00 PM-11:35 PM		: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:		06/21/16	06/27/16	- TWTFSS				1	\$1,600.00				
20	WTVD	06/21/16	06/25/16	GMA Saturday 8a-9a	8:00 AM-9:00 AM		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- - - - - S-				2	\$1,500.00				
21	WTVD	06/21/16	06/25/16	Eyewitness News Sat 9a-10	9:00 AM-10:00 AM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/21/16	06/27/16	- - - - - S-				1	\$1,000.00				
Totals								0.00				46	\$50,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/30/16 - 06/26/16	44	\$48,300.00	(\$7,245.00)	\$41,055.00
06/27/16 - 06/27/16	2	\$2,500.00	(\$375.00)	\$2,125.00
Totals	46	\$50,800.00	(\$7,620.00)	\$43,180.00

Signature: _____ **Date:** _____

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