



KATZ  
TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

Contract # 25179984

CPE: 163/173/4855

Agency: WATERFRONT  
STRATEGIE

3050 K ST NW #100  
Washington, DC 20007

Changes as of: 6/6/2016 at 8:22 AM

Flight: 9/13/16 - 9/19/16

Advertiser: Senate Majority PAC

Product: Issue

Agency Order #: 5072578

Buyer: Thompson, Katie

Salesperson: BEN WILMETH  
202-872-5880

Version: Current State Version 1

Station: WTTA

Market: Tampa-St. Petersburg

Office: WASHINGTON

Primary Demo:

Con Type: POLITICAL/VOTE

Assistant: BEN WILMETH  
202-872-5880

Total \$: \$14,350.00

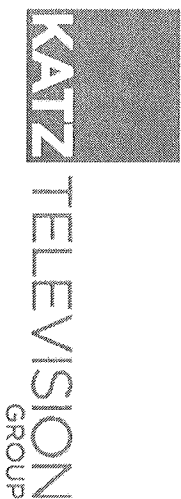
Total Spots: 20

Total CPP: \$0.00

Total GRP:

Separation:

#	Day/Time	DP	Program	Rate	Len	9/13 - 9/13		Total Spots	Total \$	CPP	GRP
						9/13					
1	Tu-F,M 7p-7:30p		Steve Harvey's Family Feud	\$1,200.00	30	3		3	\$3,600.00	\$0.00	0.0
2	Tu-F,M 7:30p-8p		Steve Harvey's Family Feud	\$1,200.00	30	3		3	\$3,600.00	\$0.00	0.0
3	Tu-M 8p-9p		NewsChannel 8 News @ 8pm	\$600.00	30	3		3	\$1,800.00	\$0.00	0.0
4	W 9p-10p		The Closer-MYNET1	\$600.00	30	2		2	\$1,200.00	\$0.00	0.0
5	Th 9p-10p		The Mentalist-MYNET1	\$600.00	30	2		2	\$1,200.00	\$0.00	0.0
6	F 9p-10p		Bones-MYNET1	\$650.00	30	2		2	\$1,300.00	\$0.00	0.0
7	Sa 5:30p-6p		Everybody Loves Raymond	\$75.00	30	1		1	\$75.00	\$0.00	0.0
8	Sa 7p-7:30p		Family Feud	\$500.00	30	1		1	\$500.00	\$0.00	0.0
9	Sa 7:30p-8p		Family Feud	\$500.00	30	1		1	\$500.00	\$0.00	0.0
10	Su 7:30p-8p		Family Feud	\$500.00	30	1		1	\$500.00	\$0.00	0.0
11	Su 12m-1a		Rizzoli & Isles	\$75.00	30	1		1	\$75.00	\$0.00	0.0
TOTALS: 20						20		20	\$14,350.00	\$0.00	0.0



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<b>CPE:</b> 163/173/4855	<b>Flight:</b> 9/13/16 - 9/19/16	<b>Total \$:</b> \$14,350.00
<b>Agency:</b> WATERFRONT STRATEGIE	<b>Advertiser:</b> Senate Majority PAC	<b>Total Spots:</b> 20
3050 K ST NW #100 Washington, DC 20007	<b>Product:</b> Issue	<b>Office:</b> WASHINGTON
<b>Agency Order #:</b> 5072578	<b>Buyer:</b> Thompson, Katie	<b>Primary Demo:</b>
<b>Salesperson:</b> BEN WILMETH 202-872-5880	<b>Con Type:</b> POLITICAL/NOTE	<b>Assistant:</b> BEN WILMETH 202-872-5880
	<b>Separation:</b>	<b>Total CPE:</b> \$0.00
		<b>Total GRP:</b>

**Special Instructions**

Competitive Information	
Market Budget:	\$358,750
WTTA Share:	4%
Comment:	
WFLA:	26%
WFTS:	16%
WMOR:	3%
WSNN:	1%
WTOG:	1%
WTSP:	20%
WTVT:	27%
Cable:	2%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	20	\$14,350.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>20</b>	<b>\$14,350.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Sep	20	\$14,350.00
<b>Total</b>	<b>20</b>	<b>\$14,350.00</b>

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	5/26/16 4:18 PM					\$0
New	5/24/16 10:25 AM	BEN WILMETH	Confirmed	20		\$14,350.00
						\$14,350.00

**Non-Discrimination Policy**  
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



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

# CONTRACT

<u>Contract / Revision</u> 873712 /		<u>Alt Order #</u> 25179984
<u>Product</u> <b>Issue</b>		
<u>Contract Dates</u> 09/13/16 - 09/19/16		<u>Estimate #</u> 4855
<u>Advertiser</u> POL/Senate Majority PAC		<u>Original Date / Revision</u> 06/06/16 / 06/06/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTTA	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 9914573	<u>Advertiser Code</u> 163	<u>Product Code</u> 173
<u>Agency Ref</u> IN14921		<u>Advertiser Ref</u>

And:

**Waterfront Strategies**  
**3050 K Street Northwest**  
**Washington, DC 20007**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTTA	09/13/16	09/19/16	M-F 7p-730p	M-F 7p-730p		: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:	09/13/16	09/19/16	MTWTF--				3	\$1,200.00				
N 2	WTTA	09/13/16	09/19/16	M-F 730p-8p	M-F 730p-8p		: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:	09/13/16	09/19/16	MTWTF--				3	\$1,200.00				
N 3	WTTA	09/13/16	09/19/16	M-Su 8p Newscast	M-Su 8p Newscast		: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:	09/13/16	09/19/16	MTWTFSS				3	\$600.00				
N 4	WTTA	09/14/16	09/14/16	Wed Hour 1 9p-10p	Wed 9p-10p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/12/16	09/18/16	--W----				2	\$600.00				
N 5	WTTA	09/15/16	09/15/16	Thur Hour 1 9p-10p	Thur 9p-10p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/12/16	09/18/16	---T---				2	\$600.00				
N 6	WTTA	09/16/16	09/16/16	Fri Hour 1 9p-10p	Fri 9p-10p		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/12/16	09/18/16	----F--				2	\$650.00				
N 7	WTTA	09/17/16	09/17/16	Sa 4p-6p	4p-6p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/12/16	09/18/16	-----S-				1	\$75.00				
N 8	WTTA	09/17/16	09/17/16	Sa 7p-730p	Sa 7p-730p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/12/16	09/18/16	-----S-				1	\$500.00				
N 9	WTTA	09/17/16	09/17/16	Sa 730p-8p	Sa 730p-8p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/12/16	09/18/16	-----S-				1	\$500.00				
N 10	WTTA	09/18/16	09/18/16	Su 730p-8p	Su 730p-8p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/12/16	09/18/16	-----S				1	\$500.00				
N 11	WTTA	09/18/16	09/18/16	Su Late Fringe Rotator	Su 11p-1x		:30				NM	1	\$75.00
		<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>Advertiser</u> POL/Senate Majority PAC		<u>Original Date / Revision</u> 06/06/16 / 06/06/16

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	-----S				1	\$75.00				
Totals												20	\$14,350.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/19/16	20	\$14,350.00	(\$2,152.50)	\$12,197.50
<b>Totals</b>	20	\$14,350.00	(\$2,152.50)	\$12,197.50

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

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