



WRIC
301 Arboretum Place
Richmond, VA 23236
(804) 330-8888

CONTRACT

<u>Contract / Revision</u> 703375 /		<u>Alt Order #</u> 07958130
<u>Product</u> GECKER FOR ST SENATE		
<u>Contract Dates</u> 09/29/15 - 10/05/15		<u>Estimate #</u> WEEK #5
<u>Advertiser</u> POL/Dan Gecker for Senate		<u>Original Date / Revision</u> 09/28/15 / 09/28/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRIC	<u>Account Executive</u> Telerep Philadelphia	<u>Sales Office</u> Telerep/Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2386/IN15841/SP27		<u>Advertiser Ref</u>

And:

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRIC	09/29/15	10/02/15	Good Morning America	7-9a		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	-TWTF--				6	\$300.00				
N 2	WRIC	09/29/15	10/02/15	Good Morning Richmond 6	6-7a		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	-TWTF--				4	\$300.00				
N 3	WRIC	09/29/15	10/02/15	M-F 3p-4p	M-F 3p-4p		:30				NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	-TWTF--				4	\$90.00				
N 4	WRIC	09/29/15	10/02/15	TV8 News @ 6p	6-630p		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	-TWTF--				2	\$175.00				
N 5	WRIC	09/29/15	10/02/15	TV8 News @530p	530-6p		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	-TWTF--				2	\$125.00				
N 6	WRIC	09/29/15	10/02/15	M-F Wheel 7-730p	7-730p		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	-TWTF--				2	\$300.00				
N 7	WRIC	09/29/15	10/02/15	M-F Jeopardy 730-8p	730-8p		:30				NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	-TWTF--				2	\$375.00				
N 8	WRIC	10/05/15	10/05/15	Mon 8-10p	8-10p		: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:		10/05/15	10/11/15	1-----				1	\$1,500.00				
N 9	WRIC	10/05/15	10/05/15	Mon 10-11p	10-11p		: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:		10/05/15	10/11/15	1-----				1	\$1,500.00				
N 10	WRIC	10/01/15	10/01/15	Thu 8-9p	8-9p		: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:		09/28/15	10/04/15	---1---				1	\$1,500.00				
N 11	WRIC	10/01/15	10/01/15	Thu 10-11p	10-11p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	---1---				1	\$2,500.00				
N 12	WRIC	10/01/15	10/01/15	Thu 9-10p	9-10p		:30				NM	1	\$3,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
703375 /	07958130

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/29/15 - 10/05/15	GECKER FOR ST SENA	WEEK #5

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Dan Gecker for Sen	09/28/15 / 09/28/15

*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:		09/28/15	10/04/15	---1---				1	\$3,000.00				
N 13	WRIC	10/01/15	10/04/15	M-Su Late News	11-1135p		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/15	10/07/15	---TF-S				3	\$200.00				
N 14	WRIC	10/04/15	10/04/15	Good Morning Richmond 8	8-9a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	-----1				1	\$175.00				
N 15	WRIC	10/03/15	10/03/15	GMA Saturday	7-8a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	-----1-				1	\$200.00				
N 16	WRIC	10/04/15	10/04/15	Good Morning America Su	7-8a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	-----1				1	\$200.00				
N 17	WRIC	10/03/15	10/03/15	Good Morning Richmond 8a	8-9a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	-----1-				1	\$175.00				
N 18	WRIC	10/05/15	10/05/15	Good Morning America	7-9a		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	M-----				2	\$300.00				
N 19	WRIC	10/05/15	10/05/15	Good Morning Richmond 6	6-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	M-----				1	\$300.00				
N 20	WRIC	10/05/15	10/05/15	M-F 3p-4p	M-F 3p-4p		:30				NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	M-----				1	\$90.00				
N 21	WRIC	10/05/15	10/05/15	TV8 News @ 6p	6-630p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	M-----				1	\$175.00				
N 22	WRIC	10/05/15	10/05/15	TV8 News @ 530p	530-6p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	M-----				1	\$125.00				
N 23	WRIC	10/05/15	10/05/15	M-F Wheel 7-730p	7-730p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	M-----				1	\$300.00				
N 24	WRIC	10/05/15	10/05/15	M-F Jeopardy 730-8p	730-8p		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/29/15	10/05/15	M-----				1	\$375.00				
N 25	WRIC	10/05/15	10/05/15	M-Su Late News	11-1135p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/15	10/07/15	M-----				1	\$200.00				
N 26	WRIC	10/03/15	10/03/15	M-Su 4a-4x	M-Su 4a-4x		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/15	10/07/15	-----S-				1	\$200.00				
Totals												44	\$19,025.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/15 - 10/05/15	44	\$19,025.00	(\$2,853.75)	\$16,171.25
Totals	44	\$19,025.00	(\$2,853.75)	\$16,171.25

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703375 /	07958130

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/29/15 - 10/05/15	GECKER FOR ST SEN	WEEK #5

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Dan Gecker for Sen	09/28/15 / 09/28/15

Signature: _____ **Date:** _____

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REP HEADLINE# 7958130
*** ORIGINAL REV#0 ***

#703375

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 610
HARRIS REPORT FROM

ADV # _____ ADV. NAME POLI/D GECKER/D/SSN/VA
AGY # _____ AGY. NAME SHORR JOHNSON MAGNUS
100 N. 20TH STREET SUITE 201
PHILADELPHIA, PA 19103

REP.# _____ OFF.# _____
BUYER NAME MICHAEL
SALES PRSN PH- JIM

ORDER # _____ CONTRACT # 7958130 CLASS: NATL. LOC _____
PRDCT GECKER FOR ST SENATE EST#**** COMMENTS: (LINE, ORDER, INVOICE) _____
FLIGHT DATES SEP29/15 OCT5/15 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

REP: NEW ORDER
TOTAL: \$19,025
PLEASE CONFIRM
THANKS, ALEC

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DAN GECKER FOR STATE SENATE

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START DATE	: END DATE	:SPTS/WK	: WEEK INVT
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =

AGENCY EST# = WEEK #5

1			700A-900A	30	2	\$300.00	9/29	10/5	8	
PROGRAM : GOOD MORNING AMERICA ABC										
2			600A-700A	30	2	\$300.00	9/29	10/5	5	
PROGRAM : GOOD MORNING RICHMOND										
3			<u>300P-400P</u>	30	3	\$90.00	9/29	10/5	5	
PROGRAM : <u>STEVE HARVEY</u>										
4			600P-700P	30	3	\$175.00	9/29	10/5	3	
PROGRAM : 8 NEWS @6ABC										

REP: TEL# 610-293-4100 FAX# 610
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT
5			530P-600P	30	3	\$125.00	9/29	10/5	3	
PROGRAM : 8NEWS @530										
6			700P-730P	30	3	\$300.00	9/29	10/5	3	
PROGRAM : WHEEL OF FORTUNE										
7			730P-800P	30	3	\$375.00	9/29	10/5	3	
PROGRAM : JEOPARDY										
8			800P-1000P	30	2	\$1,500.00	10/5	10/5	1	
PROGRAM : DWTS										
9			1000P-1100P	30	2	\$1,500.00	10/5	10/5	1	
PROGRAM : CASTLE										
10			800P-900P	30	2	\$1,500.00	10/1	10/1	1	
PROGRAM : GREYS ANATOMY										
11			1000P-1100P	30	2	\$2,500.00	10/1	10/1	1	
PROGRAM : HW TO GET AWAY										
12			900P-1000P	30	2	\$3,000.00	10/1	10/1	1	
PROGRAM : SCANDAL										
13			1100P-1130P	30	3	\$200.00	10/1	10/5	5	
PROGRAM : TV8 NEWS @11P										
14			800A-900A	30	2	\$175.00	10/4	10/4	1	
PROGRAM : GDMRN RICH WKD										
15			700A-800A	30	2	\$200.00	10/3	10/3	1	
PROGRAM : GD MRN-SAT-ABC										
16			700A-800A	30	2	\$200.00	10/4	10/4	1	
PROGRAM : GD MRN-SUN-ABC										

REP HEADLINE# 7958130
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEE
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INV

17			800A-900A	30	2	\$175.00	10/3	10/3	1	
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PROGRAM : GDMRN RICH WKD

OCT/15 19025.00

CONTRA
TOT

MARKET TOTALS \$82,717 WRIC 23% WTVR 21% WRLH 16% WWBT 40% WUPV 0%

SVC- NSI
DEMOS- RA35+*

represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Beth Llewellyn

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/28/15

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title