

# Murphy for Senate



<b>Station</b>	WTTA-TV	<b>Buyer</b>	Caroline Bahng
<b>Market</b>	Tampa-St. Petersburg	<b>Email</b>	caroline@screenstrategies.com
<b>Flight Dates</b>	8/8/2016 - 8/14/2016 Revised (Est. 1954)	<b>Phone</b>	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
The Doctors 1:00 PM - 2:00 PM	DT	M-F 30	\$30.00 <b>\$60.00</b>		1		1				2
People's Court 3:00 PM - 4:00 PM	EF	M-F 30	\$50.00 <b>\$150.00</b>	1		1		1			3
Maury Povich 4:00 PM - 5:00 PM	EF	M-F 30	\$50.00 <b>\$250.00</b>	1	1	1	1	1			5
Ent Tonight 6:30 PM - 7:00 PM	PA	M-F 30	\$60.00 <b>\$240.00</b>	1	1		1	1			4
Family Feud 7:00 PM - 7:30 PM	PA	M-F 30	\$115.00 <b>\$575.00</b>	1	1	1	1	1			5
Family Feud 7:30 PM - 8:00 PM	PA	M-F 30	\$140.00 <b>\$700.00</b>	1	1	1	1	1			5
WTTA 8p News 8:00 PM - 9:00 PM	LN	M-F 30	\$50.00 <b>\$250.00</b>	1	1	1	1	1			5
<b>Station Totals</b>			<b>\$2,225.00</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>29</b>



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

# CONTRACT

<u>Contract / Revision</u> 905633 /		<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 / 08/04/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTTA	<u>Account Executive</u> WTTA National Hous	<u>Sales Office</u> National House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency 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	WTTA	08/08/16	08/14/16	M-F 4p-5p	M-F 4p-5p		:30				NM	5	\$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			\$50.00					
N 2	WTTA	08/08/16	08/14/16	M-F 630p-7p	M-F 630p-7p		:30				NM	4	\$240.00
		<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	11-11--	4			\$60.00					
N 3	WTTA	08/08/16	08/14/16	M-F 7p-730p	M-F 7p-730p		:30				NM	5	\$575.00
		<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			\$115.00					
N 4	WTTA	08/08/16	08/14/16	M-F 730p-8p	M-F 730p-8p		:30				NM	5	\$700.00
		<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			\$140.00					
N 5	WTTA	08/08/16	08/14/16	M-Su 8p Newscast	M-Su 8p Newscast		:30				NM	5	\$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			\$50.00					
N 6	WTTA	08/08/16	08/14/16	M-F 1p-2p	M-F 1p-2p		:30				NM	2	\$60.00
		<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			\$30.00					
N 7	WTTA	08/08/16	08/14/16	M-F 3p-4p	M-F 3p-4p		:30				NM	3	\$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	1-1-1--	3			\$50.00					
<b>Totals</b>								<b>0.00</b>				<b>29</b>	<b>\$2,225.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/12/16	29	\$2,225.00	(\$333.75)	\$1,891.25
<b>Totals</b>	<b>29</b>	<b>\$2,225.00</b>	<b>(\$333.75)</b>	<b>\$1,891.25</b>

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

(\* 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.