

CONTRACT



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

And:

McLaughlin & Associates
566 South Route 303
Blauvelt, NY 10913

<u>Contract / Revision</u> 152256 / 2		<u>Alt Order #</u> WOC10493466
<u>Product</u> GEORGE HOLDING FOR CONGRESS		
<u>Contract Dates</u> 10/29/16 - 11/03/16	<u>Estimate #</u>	
<u>Advertiser</u> George Holding For Congress, Inc.		<u>Original Date / Revision</u> 10/27/16 / 11/02/16
<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>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

360995

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	10/31/16	11/03/16	Eyewitness News @ 6a	6:00 AM-7:00 AM		:30				NM	4	\$4,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	MTWT---				4	\$1,235.00				
2	WTVD	10/31/16	11/03/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	5	\$6,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	MTWT---				5	\$1,235.00				
3	WTVD	10/31/16	11/03/16	Eyewitness News @ Noon	12:00 PM-12:30 PM		:30				NM	3	\$1,710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	MTWT---				3	\$570.00				
4	WTVD	10/31/16	11/01/16	World News Tonight	6:30 PM-7:00 PM		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	MT-----				1	\$3,000.00				
5	WTVD	10/31/16	11/03/16	Jeopardy	7:00 PM-7:30 PM		:30				NM	4	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	MTWT---				4	\$1,900.00				
6	WTVD	10/31/16	11/03/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	4	\$6,840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	MTWT---				4	\$1,710.00				
7	WTVD	10/29/16	10/29/16	Eyewitness News Sat @7a	7:00 AM-8:00 AM		:30				NM	1	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$570.00				
8	WTVD	10/29/16	10/29/16	GMA Saturday 8a-9a	8:00 AM-9:00 AM		:30				NM	1	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$570.00				
9	WTVD	10/29/16	10/29/16	Eyewitness News Sat 9a-10	9:00 AM-10:00 AM		:30				NM	1	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$520.00				
10	WTVD	10/29/16	10/30/16	Eyewitness News Sun 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$570.00				
11	WTVD	10/29/16	10/30/16	GMA Sunday 8a-9a	8:00 AM-9:00 AM		:30				NM	1	\$570.00
		<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.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$570.00				
12	WTVD	10/29/16	10/30/16	Eyewitness News @ 9a	9:00 AM-10:00 AM		:30				NM	1	\$355.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$355.00				
13	WTVD	11/02/16	11/02/16	World News Tonight	630p-7p		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	--W----				1	\$3,000.00				
							Totals	0.00				28	\$36,420.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	6	\$3,155.00	(\$473.25)	\$2,681.75
10/31/16 - 11/04/16	22	\$33,265.00	(\$4,989.75)	\$28,275.25
Totals	28	\$36,420.00	(\$5,463.00)	\$30,957.00

Signature: _____ **Date:** _____

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