

# CONTRACT



**WPHL-TV**  
**5001 Wynnefield Avenue**  
**Philadelphia, PA 19131**  
**(215) 878-1700**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>396444 /       |  | <u>Alt Order #</u><br>08416331                         |
| <u>Product</u><br>KILLION FOR SENATE         |  |  |
| <u>Contract Dates</u><br>10/10/16 - 10/23/16 |  | <u>Estimate #</u><br>141                               |
| <u>Advertiser</u><br>Killion/R/Sen/PA        |  | <u>Original Date / Revision</u><br>10/13/16 / 10/13/16 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast     | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WPHL-TV                    | <u>Account Executive</u><br>Justin Votta | <u>Sales Office</u><br>NSO Washingto                   |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 35+             |  |  |
| <u>IDB#</u>                                  | <u>Advertiser Code</u><br>30             | <u>Product Code</u><br>40                              |
| <u>Agency Ref</u>                            | <u>Advertiser Ref</u>                    |  |

And:

**Brabender Cox**  
**1218 Grandview Avenue**  
**1st Floor**  
**Pittsburgh, PA 15211**

| *Line         | Ch | Start Date        | End Date        | Description           | Start/End Time  | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |
|---------------|----|-------------------|-----------------|-----------------------|-----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| N 1           | 17 | 10/16/16          | 10/16/16        | Su 7p-730p            | 7:00 PM-7:30 PM |      | :30    |                   |             |               | NM   | 1     | \$650.00   |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |    | 10/10/16          | 10/16/16        | -----1                |                 |      |        | 1                 | \$650.00    | 0.00          |      |       |            |
| N 2           | 17 | 10/20/16          | 10/20/16        | Thursday Prime Hour 1 | 8:00 PM-9:00 PM |      | :30    |                   |             |               | NM   | 3     | \$2,250.00 |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week:         |    | 10/17/16          | 10/23/16        | ---3---               |                 |      |        | 3                 | \$750.00    | 0.00          |      |       |            |
| <b>Totals</b> |    |                   |                 |                       |                 |      |        |                   |             |               | 0.00 | 4     | \$2,900.00 |

| Time Period         | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|------------|
| 09/26/16 - 10/20/16 | 4          | \$2,900.00   | \$2,465.00 |
| <b>Totals</b>       | 4          | \$2,900.00   | \$2,465.00 |

**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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.