



WGAL
1300 Columbia Avenue
Lancaster, PA 17603
(717)393-5851

www.wgal.com

CONTRACT

Contract / Revision 1973747 /		Alt Order # 09738747
Advertiser Bloomberg/D/President		Original Date / Revision 01/23/20 / 01/23/20
Contract Dates 01/18/20 - 01/24/20	Estimate # 0117	
Product BLOOMBERG 2020		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WGAL	Account Executive Mary Tricoli	Sales Office HRP-Philadelph
Special Handling		
Demographic Adults 35+		
		Total Ratings 334.40
Agv Code 1939	Advertiser Code MBLM	Product 1/2 MBLM
Agency Ref ASSEMBLY		Advertiser Ref

And:

Assembly
711 3rd Ave
3rd Floor
New York, NY 10017

Unless specified on the line levels below, the Class of Time purchased is Pre-emptible with Notice

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
2	WGAL	01/20/20	01/24/20	M-F News 8 at 5a	5-6a		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$400.00	2.60			
3	WGAL	01/20/20	01/24/20	M-F News 8 at 5a	5-6a		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	--WT---				2	\$400.00	2.60			
4	WGAL	01/20/20	01/24/20	M-F News 8 at 6a	6-7a		: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:		01/20/20	01/26/20	MTW----				3	\$750.00	4.30			
5	WGAL	01/20/20	01/24/20	M-F News 8 at 6a	6-7a		: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:		01/20/20	01/26/20	--WTF--				3	\$750.00	4.30			
6	WGAL	01/20/20	01/24/20	NBC Today Show	7-9A		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$750.00	4.10			
7	WGAL	01/20/20	01/24/20	NBC Today Show	7-9A		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	---TF--				2	\$750.00	4.10			
8	WGAL	01/20/20	01/24/20	NBC Today Show II	9-10a		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWTF--				4	\$400.00	3.30			
9	WGAL	01/20/20	01/24/20	NBC Today Show III	10-11a		:30				NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWT---				4	\$375.00	2.90			
10	WGAL	01/20/20	01/24/20	KELLY CLARKSON DAY	11A-12P		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	MTW----				3	\$300.00	2.20			

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Station, and its parent company, 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. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract 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> Bloomberg/D/President		<u>Original Date / Revision</u> 01/23/20 / 01/23/20
<u>Contract Dates</u> 01/18/20 - 01/24/20	<u>Product</u> BLOOMBERG 2020	<u>Estimate #</u> 0117

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
11	WGAL	01/20/20	01/24/20	M-F 12n News 8	12-1p		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	MT-----				2	\$550.00	4.30			
12	WGAL	01/20/20	01/24/20	M-F 12n News 8	12-1p		:15/:15				BK	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	--W----				1	\$550.00	4.30			
N 13	WGAL	01/20/20	01/24/20	M-F 1-2p	1-2p		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWT---				4	\$450.00	3.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WGAL	01/20/20-01/26/20	M-F 1-2p	1-2p	MTuWTh-----	:30		\$450.00	3.30	NM		
	See MG 15.4, 15.5												
N 14	WGAL	01/20/20	01/24/20	TAMRON HALL DAY	2-3P		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	-TWT---				3	\$250.00	1.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WGAL	01/20/20-01/26/20	TAMRON HALL DAY	2-3P	-TuWTh-----	:30		\$250.00	1.40	NM		
	See MG 15.4, 15.5												
N 15	WGAL	01/20/20	01/24/20	M-F 4-5p News	M-F 4-5p News		:30				NM	4	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	MTW----				3	\$500.00	1.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WGAL	01/20/20-01/26/20	M-F 4-5p News	M-F 4-5p News	MTuW-----	:30		\$500.00	1.40	NM		
	See MG 15.4, 15.5												
	4	WGAL	01/20/20-01/26/20	M-F News 8 at 5a	5-6a	MTuWThF----	:30		\$400.00	1.40	NM		
	Ⓜ MG for 14.2, 15.2, 13.2												
	5	WGAL	01/20/20-01/26/20	NBC Today Show	7-9A	MTuWThF----	:30		\$750.00	3.30	NM		
	Ⓜ MG for 14.2, 15.2, 13.2												
16	WGAL	01/20/20	01/24/20	M-F 5-6p News	5-6p		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	-TWT---				3	\$800.00	6.20			
17	WGAL	01/20/20	01/24/20	M-F 5-6p News	5-6p		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	--WTF--				3	\$800.00	6.20			
18	WGAL	01/20/20	01/24/20	M-F News 8 at 6p	6-630p		:30				NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	-T-T---				2	\$1,400.00	7.80			
19	WGAL	01/20/20	01/24/20	M-F News 8 at 6p	6-630p		:15/:15				BK	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	--W----				1	\$1,400.00	7.80			
20	WGAL	01/20/20	01/24/20	M-Sun Nightly News	630-7p		:30				NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	MTWTF--				3	\$1,800.00	8.60			
21	WGAL	01/20/20	01/24/20	Entertainment Tonight	7-730p		:30				NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	-TWTF--				4	\$650.00	4.10			

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Contract / Revision	Alt Order #
1973747 /	09738747

Advertiser	Original Date / Revision
Bloomberg/D/President	01/23/20 / 01/23/20

Contract Dates	Product	Estimate #
01/18/20 - 01/24/20	BLOOMBERG 2020	0117

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
22	WGAL	01/20/20	01/24/20	Access Hollywood	730-8p		:30				NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	MT-TF--				4	\$525.00	2.90			
23	WGAL	01/20/20	01/24/20	M-Su News 8 at 11p	11-1135p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	-T-T---				2	\$800.00	3.60			
24	WGAL	01/20/20	01/24/20	M-Su News 8 at 11p	11-1135p		:15/:15				BK	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	--W-F--				2	\$800.00	3.60			
25	WGAL	01/20/20	01/23/20	NBC Tonight Show	1135p-1235a		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	-TWT---				3	\$300.00	1.50			
26	WGAL	01/20/20	01/23/20	LATE NIGHT	12:36:30X-1:37X		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	MTW----				3	\$200.00	1.10			
27	WGAL	01/20/20	01/20/20	MON NBC AGT	8-11P		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	1-----				1	\$3,500.00	5.60			
28	WGAL	01/20/20	01/20/20	MANIFEST	10-11P		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	1-----				1	\$1,800.00	2.70			
29	WGAL	01/21/20	01/21/20	ELLENS GAME	8-9p		:30				NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	-1-----				1	\$2,400.00	6.00			
30	WGAL	01/21/20	01/21/20	THIS IS US	9-10p		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	-1-----				1	\$3,500.00	5.50			
31	WGAL	01/21/20	01/21/20	NEW AMSTERDAM	10-11p		:30				NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	-1-----				1	\$2,400.00	4.30			
32	WGAL	01/22/20	01/22/20	CHICAGO MED	8-9p		:30				NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	--1----				1	\$2,400.00	6.30			
33	WGAL	01/22/20	01/22/20	CHICAGO FIRE	9-10p		:30				NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	--1----				1	\$2,400.00	6.30			
34	WGAL	01/22/20	01/22/20	CHICAGO PD	10-11p		:30				NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/20/20	01/26/20	--1----				1	\$2,400.00	5.20			
35	WGAL	01/18/20	01/18/20	Saturday News 8 at 6a	6-7a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 01/13/20	01/19/20	-----1-				1	\$250.00	2.60			
36	WGAL	01/18/20	01/18/20	Saturday News 8 at 6a	6-7a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Advertiser</u> Bloomberg/D/President		<u>Original Date / Revision</u> 01/23/20 / 01/23/20
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Week:		01/13/20	01/19/20	-----1-				1	\$250.00	2.60			
37	WGAL	01/18/20	01/18/20	NBC Saturday Today	7-9a		:30				NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1-				1	\$400.00	3.50			
38	WGAL	01/18/20	01/18/20	NBC Saturday Today	7-9a		:30				NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1-				1	\$400.00	3.50			
39	WGAL	01/18/20	01/18/20	Saturday News 8 at 9a	9-10a		:30				NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1-				1	\$400.00	2.40			
40	WGAL	01/18/20	01/18/20	Saturday News 8 at 9a	9-10a		:30				NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1-				1	\$400.00	2.40			
41	WGAL	01/18/20	01/18/20	SA 6p News	6-630p		: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:		01/13/20	01/19/20	-----1-				1	\$650.00	5.30			
42	WGAL	01/19/20	01/19/20	Sunday News 8 at 6a	6-7a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1				1	\$250.00	2.00			
43	WGAL	01/19/20	01/19/20	NBC Sunday Today	8-9a		:30				NM	1	\$300.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1				1	\$300.00	2.70			
44	WGAL	01/19/20	01/19/20	SU 6p News	6-630p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1				1	\$600.00	4.90			
45	WGAL	01/19/20	01/19/20	MATTER OF FACT	1130P-12A		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----1				1	\$250.00	3.50			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		1	WGAL	01/13/20-01/19/20	MATTER OF FACT	1130P-12A	-----S-	:30		\$250.00	3.50	NM	
		See MG 45.2											
		2	WGAL	01/13/20-01/19/20	MATTER OF FACT	1130P-12A	-----S-	:30		\$250.00	3.50	NM	
		Ⓜ MG for 45.1 01/19											
46	WGAL	01/20/20	01/24/20	M-F News 8 at 4:30a	430-5a		:30				NM	2	\$300.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/20/20	01/26/20	-TW----				2	\$150.00	1.70			
47	WGAL	01/19/20	01/19/20	NHL Regular Season	VARIOUS		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/13/20	01/19/20	-----S				1	\$800.00	0.00			

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

This contract is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: www.hearst.com/newsroom/hearst-television-advertising-sales

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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, 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. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WGAL
1300 Columbia Avenue
Lancaster, PA 17603
(717)393-5851

www.wgal.com

Contract / Revision	Alt Order #
1973747 /	09738747

Advertiser	Original Date / Revision
Bloomberg/D/President	01/23/20 / 01/23/20

Contract Dates	Product	Estimate #
01/18/20 - 01/24/20	BLOOMBERG 2020	0117

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Totals											334.40	89	\$68,600.00	

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
12/30/19 - 01/24/20	89	\$68,600.00	(\$10,290.00)	\$58,310.00
Totals	89	\$68,600.00	(\$10,290.00)	\$58,310.00

Signature: _____ **Date:** _____

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

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