

CONTRACT



WPMT-TV
2005 South Queen St
York, PA 17403
(717) 843-0043

<u>Contract / Revision</u> 376909 / 3		<u>Alt Order #</u> 08366281
<u>Product</u> SENATE MAJ PAC 5375		
<u>Contract Dates</u> 09/13/16 - 09/19/16		<u>Estimate #</u> 5375
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 09/09/16 / 09/15/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WPMT-TV	<u>Account Executive</u> Cheryl Long	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 14573	<u>Advertiser Code</u> 163	<u>Product Code</u> 173
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Waterfront Strategies
3050 K Street NW
Suite 100
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	43	09/13/16	09/19/16	M-F 10p-1015p	10:00 PM-10:15 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		09/13/16	09/19/16	MTWTF--	1	\$1,000.00	0.00						
<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	43	09/13/16-09/19/16		M-F 10p-1015p	10:00 PM-10:15 PM	MTWTF--	:30	\$1,000.00	0.00	NM			
See MG 1.2													
2	43	09/15/16-09/15/16		M-F 10p-1015p	10:00 PM-10:15 PM	----Th----	:30	\$1,000.00	0.00	NM			
Ⓜ MG for 1.1 09/13													
2	43	09/13/16	09/19/16	M-F 10p-1030p	10:00 PM-10:30 PM		:30				NM	1	\$800.00
Week:		09/13/16	09/19/16	MTWTF--	1	\$800.00	0.00						
3	43	09/13/16	09/19/16	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	2	\$130.00
Week:		09/13/16	09/19/16	MTWTF--	2	\$65.00	0.00						
4	43	09/13/16	09/19/16	M-F 1030p-11p	10:30 PM-11:00 PM		:30				NM	2	\$1,100.00
Week:		09/13/16	09/19/16	MTWTF--	2	\$550.00	0.00						
5	43	09/13/16	09/19/16	M-F 11p-1130p	11:00 PM-11:30 PM		:30				NM	1	\$100.00
Week:		09/13/16	09/19/16	MTWTF--	2	\$100.00	0.00						
<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	43	09/13/16-09/19/16		M-F 11p-1130p	11:00 PM-11:30 PM	PMTuWThF----	:30	\$100.00	0.00	NM			
See MG 11.3,11.4,11.5													
6	43	09/13/16	09/19/16	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	2	\$130.00
Week:		09/13/16	09/19/16	MTWTF--	2	\$65.00	0.00						
7	43	09/13/16	09/19/16	M-F 12p-1p	12:00 PM-1:00 PM		:30				NM	2	\$130.00
Week:		09/13/16	09/19/16	MTWTF--	2	\$65.00	0.00						
8	43	09/13/16	09/19/16	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	0	\$0.00
Week:		09/13/16	09/19/16	MTWTF--	2	\$90.00	0.00						

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<u>Advertiser</u> Senate Majority PAC		<u>Estimate #</u> 5375
		<u>Original Date / Revision</u> 09/09/16 / 09/15/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	43	09/13/16	09/19/16	M-F 2p-3p	2:00 PM-3:00 PM	MTuWThF----	:30		\$90.00	0.00	NM		
See MG 21.4,21.5													
2	43	09/13/16	09/19/16	M-F 2p-3p	2:00 PM-3:00 PM	MTuWThF----	:30		\$90.00	0.00	NM		
See MG 21.6,21.7,21.8,21.9 Program Change													
9	43	09/13/16	09/19/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	2	\$180.00
Week: 09/13/16 09/19/16 MTWTF-- 3 \$90.00 0.00													
3	43	09/13/16	09/19/16	M-F 3p-4p	3:00 PM-4:00 PM	MTuWThF----	:30		\$90.00	0.00	NM		
See MG 11.3,11.4,11.5													
10	43	09/13/16	09/19/16	M-F 4p-430p	4:00 PM-4:30 PM		:30				NM	2	\$280.00
Week: 09/13/16 09/19/16 MTWTF-- 2 \$140.00 0.00													
11	43	09/13/16	09/19/16	M-F 430p-5p	4:30 PM-5:00 PM		:30				NM	4	\$1,025.00
Week: 09/13/16 09/19/16 MTWTF-- 2 \$140.00 0.00													
1	43	09/13/16	09/19/16	M-F 430p-5p	4:30 PM-5:00 PM	MTuWThF----	:30		\$140.00	0.00	NM		
See MG 11.3,11.4,11.5													
3	43	09/18/16	09/18/16	Su 1015-1030p	10:15 PM-10:30 PM	-----Su	:30		\$800.00	0.00	NM		
Ⓜ MG for 22.1,16.1,5.1,15.2,17.3,9.3,18.1,11.1													
4	43	09/18/16	09/18/16	Su 11p-1130p	11p-1130p	-----Su	:30		\$35.00	0.00	NM		
Ⓜ MG for 22.1,16.1,5.1,15.2,17.3,9.3,18.1,11.1													
5	43	09/19/16	09/19/16	M-F 12a-1230a	12:00 XM-12:30 XM	-----	:30		\$50.00	0.00	NM		
Ⓜ MG for 22.1,16.1,5.1,15.2,17.3,9.3,18.1,11.1													
12	43	09/13/16	09/19/16	M-F 5a-530a	5:00 AM-5:30 AM		:30				NM	2	\$100.00
Week: 09/13/16 09/19/16 MTWTF-- 2 \$50.00 0.00													
13	43	09/13/16	09/19/16	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	2	\$100.00
Week: 09/13/16 09/19/16 MTWTF-- 2 \$50.00 0.00													
14	43	09/13/16	09/19/16	M-F 6a-630a	6:00 AM-6:30 AM		:30				NM	1	\$135.00
Week: 09/13/16 09/19/16 MTWTF-- 1 \$135.00 0.00													
15	43	09/13/16	09/19/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$125.00
Week: 09/13/16 09/19/16 MTWTF-- 3 \$125.00 0.00													
1	43	09/13/16	09/19/16	M-F 6p-630p	6:00 PM-6:30 PM	MTuWThF----	:30		\$125.00	0.00	NM		
See MG 21.6,21.7,21.8,21.9													
2	43	09/13/16	09/19/16	M-F 6p-630p	6:00 PM-6:30 PM	MTuWThF----	:30		\$125.00	0.00	NM		
See MG 11.3,11.4,11.5													
16	43	09/13/16	09/19/16	M-F 7a-730a	7:00 AM-7:30 AM		:30				NM	2	\$270.00
Week: 09/13/16 09/19/16 MTWTF-- 3 \$135.00 0.00													
1	43	09/13/16	09/19/16	M-F 7a-730a	7:00 AM-7:30 AM	MTuWThF----	:30		\$135.00	0.00	NM		
See MG 11.3,11.4,11.5													
17	43	09/13/16	09/19/16	M-F 730a-8a	7:30 AM-8:00 AM		:30				NM	2	\$270.00
Week: 09/13/16 09/19/16 MTWTF-- 3 \$135.00 0.00													

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<u>Estimate #</u> 5375		<u>Original Date / Revision</u> 09/09/16 / 09/15/16
<u>Advertiser</u> Senate Majority PAC		

*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>	<u>Rating</u>			
Week:		09/13/16	09/19/16	MTWTF--				3	\$135.00	0.00			
	<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>		
	3	43	09/13/16-09/19/16	M-F 730a-8a	7:30 AM-8:00 AM	MTuWThF----	:30		\$135.00	0.00	NM		
See MG 11.3,11.4,11.5													
18	43	09/13/16	09/19/16	M-F 8a-830a	8:00 AM-8:30 AM		:30				NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/13/16	09/19/16	MTWTF--				2	\$135.00	0.00			
	<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	43	09/13/16-09/19/16	M-F 8a-830a	8:00 AM-8:30 AM	MTuWThF----	:30		\$135.00	0.00	NM		
See MG 11.3,11.4,11.5													
19	43	09/13/16	09/19/16	M-F 830a-9a	8:30 AM-9:00 AM		:30				NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/13/16	09/19/16	MTWTF--				2	\$135.00	0.00			
20	43	09/13/16	09/19/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/13/16	09/19/16	MTWTF--				2	\$65.00	0.00			
21	43	09/13/16	09/19/16	M-Th 6p-630p	6:00 PM-6:30 PM		:30				NM	6	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/13/16	09/19/16	MTWT---				3	\$125.00	0.00			
	<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	43	09/13/16-09/19/16	M-Th 6p-630p	6:00 PM-6:30 PM	MTuWTh-----	:30		\$125.00	0.00	NM		
See MG 21.4,21.5													
	2	43	09/13/16-09/19/16	M-Th 6p-630p	6:00 PM-6:30 PM	MTuWTh-----	:30		\$125.00	0.00	NM		
See MG 21.6,21.7,21.8,21.9													
	3	43	09/13/16-09/19/16	M-Th 6p-630p	6:00 PM-6:30 PM	MTuWTh-----	:30		\$125.00	0.00	NM		
See MG 21.6,21.7,21.8,21.9													
Program Change													
	4	43	09/13/16-09/19/16	M-Th 6p-630p	6:00 PM-6:30 PM	MTuWTh-----	:30		\$125.00	0.00	NM		
Ⓜ MG for 8.1,21.1													
	5	43	09/13/16-09/19/16	M-F 2p-3p	2:00 PM-3:00 PM	MTuWThF----	:30		\$90.00	0.00	NM		
Ⓜ MG for 8.1,21.1													
	6	43	09/13/16-09/19/16	M-Th 6p-630p	6:00 PM-6:30 PM	MTuWTh-----	:30		\$125.00	0.00	NM		
Ⓜ MG for 8.2,15.1,21.2,21.3													
	7	43	09/13/16-09/19/16	M-Th 6p-630p	6:00 PM-6:30 PM	MTuWTh-----	:30		\$125.00	0.00	NM		
Ⓜ MG for 8.2,15.1,21.2,21.3													
	8	43	09/13/16-09/19/16	M-Th 6p-630p	6:00 PM-6:30 PM	MTuWTh-----	:30		\$125.00	0.00	NM		
Ⓜ MG for 8.2,15.1,21.2,21.3													
	9	43	09/13/16-09/19/16	M-F 2p-3p	2:00 PM-3:00 PM	MTuWThF----	:30		\$90.00	0.00	NM		
Ⓜ MG for 8.2,15.1,21.2,21.3													
22	43	09/18/16	09/18/16	Su 1130p-1230a	11:30 PM-12:30 XM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/12/16	09/18/16	-----1				1	\$25.00	0.00			
	<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	43	09/12/16-09/18/16	Su 1130p-1230a	11:30 PM-12:30 XM	-----1Su	:30		\$25.00	0.00	NM		
See MG 11.3,11.4,11.5													
23	43	09/18/16	09/18/16	NFL Reg Ssn Pre Gm	12:00 PM-1:00 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/12/16	09/18/16	-----1				1	\$700.00	0.00			
24	43	09/18/16	09/18/16	NFL Reg Ssn Early Gm	1:00 PM-4:25 PM		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/12/16	09/18/16	-----1				1	\$4,500.00	0.00			
Totals										0.00		42	\$12,290.00

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376909 / 3	08366281

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/13/16 - 09/19/16	SENATE MAJ PAC 5375	5375

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	09/09/16 / 09/15/16

Time Period	# of Spots	Gross Amount	Net Amount
08/29/16 - 09/19/16	42	\$12,290.00	\$10,446.50
Totals	42	\$12,290.00	\$10,446.50

Signature: _____ **Date:** _____

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