

# CONTRACT



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

<u>Contract / Revision</u> 397540 / 3		<u>Alt Order #</u> 08315938
<u>Product</u> <b>SEN MAJ PAC</b>		
<u>Contract Dates</u> <b>10/18/16 - 10/24/16</b>		<u>Estimate #</u> <b>4979</b>
<u>Advertiser</u> <b>Senate Majority PAC</b>		<u>Original Date / Revision</u> 10/18/16 / 10/21/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WPMT-TV</b>	<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	10/18/16	10/24/16	M-F 10p-1030p	10:00 PM-10:30 PM		:30				NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	M-WTF--	5			\$850.00	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	10/18/16-10/24/16	M-F 10p-1030p	10:00 PM-10:30 PM	M-WTF--	:30		<del>\$850.00</del>	0.00	NM		
	See MG 3.7,3.8,3.9,3.10,3.11												
	5	43	10/18/16-10/24/16	M-F 10p-1030p	10:00 PM-10:30 PM	M-WTF--	:30		<del>\$850.00</del>	0.00	NM		
	See MG 3.7,3.8,3.9,3.10,3.11												
2	43	10/18/16	10/24/16	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	4	\$300.00
Week:		10/18/16	10/24/16	M-WTF--	4			\$75.00	0.00				
3	43	10/18/16	10/24/16	M-F 1030p-11p	10:30 PM-11:00 PM		:30				NM	9	\$6,400.00
Week:		10/18/16	10/24/16	M-WTF--	6			\$650.00	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	10/18/16-10/24/16	M-F 1030p-11p	10:30 PM-11:00 PM	M-WTF--	:30		<del>\$650.00</del>	0.00	NM		
	See MG 3.7,3.8,3.9,3.10,3.11												
	6	43	10/18/16-10/24/16	M-F 1030p-11p	10:30 PM-11:00 PM	M-WTF--	:30		<del>\$650.00</del>	0.00	NM		
	See MG 3.7,3.8,3.9,3.10,3.11												
	7	43	10/19/16-10/19/16	Late Run News	11:00 PM-11:30 PM	--W----	:30		\$650.00	0.00	NM		
	Ⓜ MG for 3.6,3.1,1.1,1.5,18.1												
	8	43	10/19/16-10/19/16	Late Run News	11:00 PM-11:30 PM	--W----	:30		\$650.00	0.00	NM		
	Ⓜ MG for 3.6,3.1,1.1,1.5,18.1												
	9	43	10/19/16-10/19/16	Late Run News	10:30 PM-11:00 PM	--W----	:30		\$850.00	0.00	NM		
	Ⓜ MG for 3.6,3.1,1.1,1.5,18.1												
	10	43	10/19/16-10/19/16	Late Run News	10:30 PM-11:00 PM	--W----	:30		\$850.00	0.00	NM		
	Ⓜ MG for 3.6,3.1,1.1,1.5,18.1												
	11	43	10/17/16-10/23/16	Wednesday Prime Hour 1	8:00 PM-9:00 PM	---W----	:30		\$800.00	0.00	NM		
	Ⓜ MG for 3.6,3.1,1.1,1.5,18.1												
4	43	10/18/16	10/24/16	M-F 11p-1130p	11:00 PM-11:30 PM		:30				NM	4	\$400.00
Week:		10/18/16	10/24/16	M-WTF--	4			\$100.00	0.00				

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

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<u>Contract / Revision</u>	<u>Alt Order #</u>
397540 / 3	08315938

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/18/16 - 10/24/16	SEN MAJ PAC	4979

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	10/18/16 / 10/21/16

*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>				
<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	43	10/18/16-10/24/16		M-F 11p-1130p	11:00 PM-11:30 PM	WThF----	:30	<del>\$100.00</del>	0.00	NM			
See MG 4.5													
5	43	10/24/16-10/24/16		Mon 11p-1130p	11:00 PM-11:30 PM	-----	:30	\$100.00	0.00	NM			
Ⓜ MG for 4.2 10/19													
5	43	10/18/16	10/24/16	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	M-WTF--			4	\$75.00	0.00				
6	43	10/18/16	10/24/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	M-WTF--			3	\$75.00	0.00				
7	43	10/18/16	10/24/16	M-F 4p-430p	4:00 PM-4:30 PM		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	M-WTF--			5	\$125.00	0.00				
8	43	10/18/16	10/24/16	M-F 430p-5p	4:30 PM-5:00 PM		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	M-WTF--			5	\$125.00	0.00				
9	43	10/18/16	10/24/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	5	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	M-WTF--			5	\$115.00	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	10/18/16-10/24/16		M-F 6p-630p	6:00 PM-6:30 PM	M--WThF----	:30	<del>\$115.00</del>	0.00	NM			
See MG 9.6													
Program Change													
6	43	10/21/16-10/21/16		M-F 6p-630p	6:00 PM-6:30 PM	-----F----	:30	\$115.00	0.00	NM			
Ⓜ MG for 9.3 10/21													
10	43	10/18/16	10/24/16	M-F 7p-730p	7:00 PM-7:30 PM		:30				NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	M-WTF--			5	\$175.00	0.00				
11	43	10/18/16	10/24/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	M-WTF--			4	\$75.00	0.00				
12	43	10/24/16	10/24/16	Monday Prime	9:00 PM-10:00 PM		:30				NM	1	\$755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/24/16	10/30/16	1-----			1	\$755.00	0.00				
13	43	10/22/16	10/22/16	Late Run News	11:00 PM-11:30 PM		:30				NM	1	\$225.00
		<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	-----1-			1	\$225.00	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	10/17/16-10/23/16		Late Run News	11:00 PM-11:30 PM	PI-----Sa--	:30	<del>\$225.00</del>	0.00	NM			
See MG 13.2													
2	43	10/17/16-10/23/16		Late Run News	11:30 PM-12:00 AM	XI-----Sa--	:30	\$225.00	0.00	NM			
Ⓜ MG for 13.1 10/22													
College Football ran long, spot aired in late news													
14	43	10/23/16	10/23/16	Su 10p-11p	10:00 PM-11:00 PM		:30				NM	1	\$750.00
		<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	-----1			1	\$750.00	0.00				
15	43	10/23/16	10/23/16	NFL Reg Ssn Pre Gm	12:00 PM-1:00 PM		:30				NM	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:		10/17/16	10/23/16	-----1			1	\$400.00	0.00				
16	43	10/23/16	10/23/16	FOX News Sunday	9:00 AM-10:00 AM		:30				NM	1	\$100.00

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<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/18/16 / 10/21/16

*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:		10/17/16	10/23/16	----1--				1	\$100.00	0.00			
17	43	10/20/16	10/20/16	Thursday Prime Hour 1	8:00 PM-9:00 PM		: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:		10/17/16	10/23/16	---1---				1	\$800.00	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	10/17/16-10/23/16		Thursday Prime Hour 1	8:00 PM-9:00 PM	----Th-----	:30		<del>\$800.00</del>	0.00	NM		
See MG 17.2													
2	43	10/20/16-10/20/16		Network Prime Specials	Various	----Th-----	:30		\$800.00	0.00	NM		
Ⓜ MG for 17.1 10/20													
18	43	10/19/16	10/19/16	Wednesday Prime Hour 1	8:00 PM-9:00 PM		: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:		10/17/16	10/23/16	--1----				1	\$800.00	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	10/17/16-10/23/16		Wednesday Prime Hour 1	8:00 PM-9:00 PM	---W-----	:30		<del>\$800.00</del>	0.00	NM		
See MG 3.7,3.8,3.9,3.10,3.11													
<b>Totals</b>										0.00		57	\$16,205.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/24/16	57	\$16,205.00	\$13,774.25
<b>Totals</b>	57	\$16,205.00	\$13,774.25

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

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