



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

CONTRACT

<u>Contract / Revision</u> 393717 / 1		<u>Alt Order #</u> 08410486
<u>Product</u> PRIORITIES USA 10/25		
<u>Contract Dates</u> 10/25/16 - 10/31/16	<u>Estimate #</u> 4562	
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 10/05/16 / 10/14/16
<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>	<u>Advertiser Code</u> 750	<u>Product Code</u> 760
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Targeted Platform Media LLC
1291 Hollywood Ave
Annapolis, MD 21403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	43	10/25/16	10/31/16	M-F 1030p-11p	10:30 PM-11:00 PM		: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:		10/25/16	10/31/16	MTWTF--	2			\$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>		
	2	43	10/25/16-10/31/16	M-F 1030p-11p	10:30 PM-11:00 PM	MTuWThF----	:30		\$800.00	0.00	NM		
			See MG 1.3										
	3	43	10/27/16-10/27/16	THU 1030p-11p	10:30 PM-11:00 PM	----Th-----	:30		\$800.00	0.00	NM		
			Ⓜ MG for 1.2 10/26										
2	43	10/25/16	10/31/16	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/25/16	10/31/16	MTWTF--	4			\$100.00	0.00				
3	43	10/25/16	10/31/16	M-F 12p-1p	12:00 PM-1:00 PM		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/25/16	10/31/16	MTWTF--	4			\$100.00	0.00				
4	43	10/25/16	10/31/16	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/25/16	10/31/16	MTWTF--	3			\$150.00	0.00				
5	43	10/25/16	10/31/16	M-F 4p-430p	4:00 PM-4:30 PM		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/25/16	10/31/16	MTWTF--	3			\$225.00	0.00				
6	43	10/25/16	10/31/16	M-F 430p-5p	4:30 PM-5:00 PM		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/25/16	10/31/16	MTWTF--	3			\$225.00	0.00				
7	43	10/25/16	10/31/16	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/25/16	10/31/16	MTWTF--	3			\$225.00	0.00				
8	43	10/25/16	10/31/16	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/25/16	10/31/16	MTWTF--	4			\$100.00	0.00				
9	43	10/25/16	10/31/16	M-F 630a-7a	6:30 AM-7:00 AM		: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:		10/25/16	10/31/16	MTWTF--	3			\$200.00	0.00				
10	43	10/25/16	10/31/16	M-F 7a-730a	7:00 AM-7:30 AM		: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>				

(* 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.



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<u>Contract / Revision</u> 393717 / 1		<u>Alt Order #</u> 08410486
<u>Contract Dates</u> 10/25/16 - 10/31/16		<u>Product</u> PRIORITIES USA 10/25
<u>Advertiser</u> Priorities USA Action		<u>Estimate #</u> 4562
		<u>Original Date / Revision</u> 10/05/16 / 10/14/16

*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:		10/25/16	10/31/16	MTWTF--				3	\$200.00	0.00			
11	43	10/25/16	10/31/16	M-F 730a-8a	7:30 AM-8:00 AM		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$200.00	0.00			
12	43	10/25/16	10/31/16	M-F 730p-8p	7:30 PM-8:00 PM		: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:		10/25/16	10/31/16	MTWTF--				2	\$400.00	0.00			
13	43	10/25/16	10/31/16	M-F 8a-830a	8:00 AM-8:30 AM		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$200.00	0.00			
14	43	10/25/16	10/31/16	M-F 830a-9a	8:30 AM-9:00 AM		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$200.00	0.00			
16	43	10/30/16	10/30/16	Su 10p-1015p	10:00 PM-10:15 PM		:30				NM	1	\$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:		10/24/16	10/30/16	-----1				1	\$1,500.00	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	10/24/16-10/30/16	Su 10p-1015p	10:00 PM-10:15 PM	-----Su	:30		\$1,500.00	0.00	NM		
	See MG 16.2												
	2	43	10/31/16-10/31/16	MON 10-1015p	10:00 PM-10:15 PM	-----	:30		\$1,500.00	0.00	NM		
	Ⓜ MG for 16.1 10/30												
17	43	10/30/16	10/30/16	Su 1015p-1030p	10:15 PM-10:30 PM		:30				NM	2	\$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:		10/24/16	10/30/16	-----1				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	10/24/16-10/30/16	Su 1015p-1030p	10:15 PM-10:30 PM	-----Su	:30		\$1,000.00	0.00	NM		
	See MG 17.2, 17.3												
	2	43	10/30/16-10/30/16	Late Run News	Various	-----Su	:30		\$500.00	0.00	NM		
	Ⓜ MG for 17.1 10/30												
	3	43	10/30/16-10/30/16	Late Run News	Various	-----Su	:30		\$500.00	0.00	NM		
	Ⓜ MG for 17.1 10/30												
18	43	10/30/16	10/30/16	Su 1030p-11p	10:30 PM-11:00 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:		10/24/16	10/30/16	-----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	10/24/16-10/30/16	Su 1030p-11p	10:30 PM-11:00 PM	-----Su	:30		\$800.00	0.00	NM		
	See MG 18.2												
	2	43	10/31/16-10/31/16	MON 1030-11p	10:30 PM-11:00 PM	-----	:30		\$800.00	0.00	NM		
	Ⓜ MG for 18.1 10/30												
Totals										0.00		50	\$12,975.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/30/16	38	\$8,800.00	\$7,480.00
10/31/16 - 10/31/16	12	\$4,175.00	\$3,548.75
Totals	50	\$12,975.00	\$11,028.75

Signature: _____ Date: _____

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<u>Contract / Revision</u>		<u>Alt Order #</u>
393717 / 1		08410486
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/16 - 10/31/16	PRIORITIES USA 10/25	4562
<u>Advertiser</u>		<u>Original Date / Revision</u>
Priorities USA Action		10/05/16 / 10/14/16

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