

# CONTRACT



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

<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 Washingto
<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	PMTuWThF----	:30	<del>\$800.00</del>	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
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
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
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
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
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
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
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
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
Week:		10/25/16	10/31/16	MTWTF--	3	\$200.00	0.00						

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		<u>Estimate #</u> 4562
<u>Advertiser</u> Priorities USA Action		<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		<del>\$1,500.00</del>	0.00	NM		
See MG 16.2													
2	43	10/31/16-10/31/16		MON 10-1015p	10:00 PM-10:15 PM	-----Su	: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		<del>\$1,000.00</del>	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		<del>\$800.00</del>	0.00	NM		
See MG 18.2													
2	43	10/31/16-10/31/16		MON 1030-11p	10:30 PM-11:00 PM	-----Su	:30		\$800.00	0.00	NM		
Ⓜ MG for 18.1 10/30													
<b>Totals</b>										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
<b>Totals</b>	50	\$12,975.00	\$11,028.75

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

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<u>Advertiser</u> <b>Priorities USA Action</b>		<u>Original Date / Revision</u> 10/05/16 / 10/14/16

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