

# CONTRACT



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

<u>Contract / Revision</u> 402604 / 2		<u>Alt Order #</u> 08315941
<u>Product</u> MAJORITY FORW 11/1		
<u>Contract Dates</u> 11/01/16 - 11/07/16		<u>Estimate #</u> 4981
<u>Advertiser</u> Majority Forward		<u>Original Date / Revision</u> 10/28/16 / 11/03/16
<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	11/01/16	11/07/16	M-F 10p-1030p	10:00 PM-10:30 PM		:30				NM	6	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		11/01/16	11/07/16	MTWTF--	3	\$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	11/01/16-11/07/16	M-F 10p-1030p	10:00 PM-10:30 PM	PMTuWThF----	:30	<del>\$850.00</del>	0.00	NM				
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
2	43	11/01/16-11/07/16	M-F 10p-1030p	10:00 PM-10:30 PM	PMTuWThF----	:30	<del>\$850.00</del>	0.00	NM				
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
3	43	11/01/16-11/07/16	M-F 10p-1030p	10:00 PM-10:30 PM	PMTuWThF----	:30	<del>\$850.00</del>	0.00	NM				
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
4	43	11/02/16-11/03/16	M-F 10p-1030p	10:00 PM-10:30 PM	---WTh-----	:30	\$1,250.00	0.00	NM				
Ⓜ MG for 1.2,3.3,10.2,3.4,18.1,10.4,10.1,12.1,7.2,8.1,7.3,14.1,9.10,9.1,1.3,1.1													
5	43	11/02/16-11/03/16	M-F 10p-1030p	10:00 PM-10:30 PM	---WTh-----	:30	\$1,250.00	0.00	NM				
Ⓜ MG for 1.2,3.3,10.2,3.4,18.1,10.4,10.1,12.1,7.2,8.1,7.3,14.1,9.10,9.1,1.3,1.1													
6	43	11/02/16-11/02/16	Wednesday Prime Hour 2	9p-10p	---W-----	:30	<del>\$3,500.00</del>	0.00	NM				
Ⓜ See MG 16.2													
7	43	11/02/16-11/04/16	M-F 7p-730p	7p-730p	---WThF----	:30	<del>\$400.00</del>	0.00	NM				
Ⓜ See MG 16.2													
8	43	11/02/16-11/04/16	M-F 7p-730p	7p-730p	---WThF----	:30	\$400.00	0.00	NM				
Ⓜ MG for 1.2,3.3,10.2,3.4,18.1,10.4,10.1,12.1,7.2,8.1,7.3,14.1,9.10,9.1,1.3,1.1													
9	43	11/02/16-11/04/16	M-F 7p-730p	7p-730p	---WThF----	:30	\$400.00	0.00	NM				
Ⓜ MG for 1.2,3.3,10.2,3.4,18.1,10.4,10.1,12.1,7.2,8.1,7.3,14.1,9.10,9.1,1.3,1.1													
10	43	11/02/16-11/04/16	M-F 10p-1030p	10:30 PM-11:00 PM	---WThF----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 1.2,3.3,10.2,3.4,18.1,10.4,10.1,12.1,7.2,8.1,7.3,14.1,9.10,9.1,1.3,1.1													
11	43	11/02/16-11/04/16	M-F 1030p-11p	10:30 PM-11:00 PM	---WThF----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 1.2,3.3,10.2,3.4,18.1,10.4,10.1,12.1,7.2,8.1,7.3,14.1,9.10,9.1,1.3,1.1													
2	43	11/01/16	11/07/16	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		11/01/16	11/07/16	MTWTF--	5	\$75.00	0.00						
3	43	11/01/16	11/07/16	M-F 1030p-11p	10:30 PM-11:00 PM		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		11/01/16	11/07/16	MTWTF--	5	\$650.00	0.00						

(\* 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> 402604 / 2		<u>Alt Order #</u> 08315941
<u>Contract Dates</u> 11/01/16 - 11/07/16		<u>Product</u> MAJORITY FORW 11/1
<u>Estimate #</u> 4981		<u>Original Date / Revision</u> 10/28/16 / 11/03/16
<u>Advertiser</u> Majority Forward		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	43	11/01/16-11/07/16		M-F 1030p-11p	10:30 PM-11:00 PM	PMTuWThF----	:30		<del>\$650.00</del>	0.00	NM		
See MG 3.6													
3	43	11/01/16-11/07/16		M-F 1030p-11p	10:30 PM-11:00 PM	PMTuWThF----	:30		<del>\$650.00</del>	0.00	NM		
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
4	43	11/01/16-11/07/16		M-F 1030p-11p	10:30 PM-11:00 PM	PMTuWThF----	:30		<del>\$650.00</del>	0.00	NM		
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
6	43	11/01/16-11/01/16		Late Run News	11:30 PM-12:00 AM	X--Tu-----	:30		\$650.00	0.00	NM		
Ⓜ MG for 3.1 11/01 World Series ran long, spot aired in Late News													
4	43	11/01/16	11/07/16	M-F 11p-1130p	11:00 PM-11:30 PM		:30				NM	0	\$0.00
Week: 11/01/16 11/07/16 MTWTF-- 5 \$100.00 0.00													
1	43	11/01/16-11/07/16		M-F 11p-1130p	11:00 PM-11:30 PM	PMTuWThF----	:30		<del>\$100.00</del>	0.00	NM		
See MG 4.6													
2	43	11/01/16-11/07/16		M-F 11p-1130p	11:00 PM-11:30 PM	PMTuWThF----	:30		<del>\$100.00</del>	0.00	NM		
See MG 16.2													
3	43	11/01/16-11/07/16		M-F 11p-1130p	11:00 PM-11:30 PM	PMTuWThF----	:30		<del>\$100.00</del>	0.00	NM		
See MG 16.2													
4	43	11/01/16-11/07/16		M-F 11p-1130p	11:00 PM-11:30 PM	PMTuWThF----	:30		<del>\$100.00</del>	0.00	NM		
See MG 16.2													
5	43	11/01/16-11/07/16		M-F 11p-1130p	11:00 PM-11:30 PM	PMTuWThF----	:30		<del>\$100.00</del>	0.00	NM		
See MG 16.2													
6	43	11/01/16-11/01/16		M-F 12a-1230a	12a-1230a	-Tu-----	:30		<del>\$100.00</del>	0.00	NM		
Ⓜ See MG 16.2													
5	43	11/01/16	11/07/16	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	5	\$375.00
Week: 11/01/16 11/07/16 MTWTF-- 5 \$75.00 0.00													
6	43	11/01/16	11/07/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	4	\$300.00
Week: 11/01/16 11/07/16 MTWTF-- 5 \$75.00 0.00													
3	43	11/01/16-11/07/16		M-F 3p-4p	3:00 PM-4:00 PM	MTuWThF----	:30		<del>\$75.00</del>	0.00	NM		
See MG 16.2													
7	43	11/01/16	11/07/16	M-F 4p-430p	4:00 PM-4:30 PM		:30				NM	3	\$375.00
Week: 11/01/16 11/07/16 MTWTF-- 5 \$125.00 0.00													
2	43	11/01/16-11/07/16		M-F 4p-430p	4:00 PM-4:30 PM	MTuWThF----	:30		<del>\$125.00</del>	0.00	NM		
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
3	43	11/01/16-11/07/16		M-F 4p-430p	4:00 PM-4:30 PM	MTuWThF----	:30		<del>\$125.00</del>	0.00	NM		
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
8	43	11/01/16	11/07/16	M-F 430p-5p	4:30 PM-5:00 PM		:30				NM	4	\$500.00
Week: 11/01/16 11/07/16 MTWTF-- 5 \$125.00 0.00													
1	43	11/01/16-11/07/16		M-F 430p-5p	4:30 PM-5:00 PM	MTuWThF----	:30		<del>\$125.00</del>	0.00	NM		
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
9	43	11/01/16	11/07/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$115.00
Week: 11/01/16 11/07/16 MTWTF-- 5 \$115.00 0.00													

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	43	11/01/16-11/07/16		M-F 6p-630p	6:00 PM-6:30 PM	MTuWThF----	:30		<del>\$115.00</del>	0.00	NM		
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
Program Change													
2	43	11/01/16-11/07/16		M-F 6p-630p	6:00 PM-6:30 PM	MTuWThF----	:30		<del>\$115.00</del>	0.00	NM		
See MG 9.6, 9.7, 9.8													
3	43	11/01/16-11/07/16		M-F 6p-630p	6:00 PM-6:30 PM	MTuWThF----	:30		<del>\$115.00</del>	0.00	NM		
See MG 9.6, 9.7, 9.8													
4	43	11/01/16-11/07/16		M-F 6p-630p	6:00 PM-6:30 PM	MTuWThF----	:30		<del>\$115.00</del>	0.00	NM		
See MG 9.6, 9.7, 9.8													
Program Change													
5	43	11/01/16-11/07/16		M-F 6p-630p	6:00 PM-6:30 PM	MTuWThF----	:30		<del>\$115.00</del>	0.00	NM		
See MG 9.9													
6	43	11/01/16-11/01/16		Tue 6p-630p	6:00 PM-6:30 PM	-Tu-----	:30		\$115.00	0.00	NM		
Ⓜ MG for 9.3, 9.2, 9.4													
7	43	11/02/16-11/02/16		Wed 6p-630p	6:00 PM-6:30 PM	---W-----	:30		<del>\$115.00</del>	0.00	NM		
Ⓜ See MG 16.2													
8	43	11/03/16-11/03/16		Thu 6p-630p	6:00 PM-6:30 PM	----Th----	:30		<del>\$115.00</del>	0.00	NM		
Ⓜ See MG 16.2													
9	43	11/04/16-11/04/16		Fri 6p-630p	6:00 PM-6:30 PM	-----F---	:30		<del>\$115.00</del>	0.00	NM		
Ⓜ See MG 9.10													
Program Change													
10	43	11/04/16-11/04/16		Fri 6p-630p	6:00 PM-6:30 PM	-----F---	:30		<del>\$115.00</del>	0.00	NM		
Ⓜ See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
10	43	11/01/16	11/07/16	M-F 7p-730p	7:00 PM-7:30 PM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		11/01/16	11/07/16	MTWTF--	4	\$175.00	0.00						
1	43	11/01/16-11/07/16		M-F 7p-730p	7:00 PM-7:30 PM	MTuWThF----	:30		<del>\$175.00</del>	0.00	NM		
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
2	43	11/01/16-11/07/16		M-F 7p-730p	7:00 PM-7:30 PM	MTuWThF----	:30		<del>\$175.00</del>	0.00	NM		
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
4	43	11/01/16-11/07/16		M-F 7p-730p	7:00 PM-7:30 PM	MTuWThF----	:30		<del>\$175.00</del>	0.00	NM		
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
11	43	11/01/16	11/07/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		11/01/16	11/07/16	MTWTF--	5	\$55.00	0.00						
12	43	11/07/16	11/07/16	Monday 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:		11/07/16	11/13/16	1-----	1	\$1,500.00	0.00						
1	43	11/07/16-11/13/16		Monday Prime Hour 1	8:00 PM-9:00 PM	M-----	:30		<del>\$1,500.00</del>	0.00	NM		
See MG 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11													
13	43	11/07/16	11/07/16	Monday Prime	9:00 PM-10:00 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:		11/07/16	11/13/16	1-----	1	\$750.00	0.00						
1	43	11/07/16-11/13/16		Monday Prime	9:00 PM-10:00 PM	M-----	:30		<del>\$750.00</del>	0.00	NM		
See MG 16.2													
14	43	11/05/16	11/05/16	Sa 10p-11p	10p-11p		: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:		10/31/16	11/06/16	-----1-	1	\$225.00	0.00						

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<u>Advertiser</u> Majority Forward		<u>Estimate #</u> 4981
		<u>Original Date / Revision</u> 10/28/16 / 11/03/16

*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>			
1	43	10/31/16-11/06/16		Sa 10p-11p	10p-11p	-----Sa--	:30	<del>\$225.00</del>	0.00	NM			
See MG 1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11													
15	43	11/06/16	11/06/16	Su 10p-11p	10:00 PM-11:00 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:		10/31/16	11/06/16	-----1	1			\$750.00	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	10/31/16-11/06/16		Su 10p-11p	10:00 PM-11:00 PM	-----Su	:30	<del>\$750.00</del>	0.00	NM			
See MG 16.2													
16	43	11/06/16	11/06/16	FOX News Sunday	9:00 AM-10:00 AM		:30				NM	1	\$7,905.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/31/16	11/06/16	-----1	1			\$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	10/31/16-11/06/16		FOX News Sunday	9:00 AM-10:00 AM	-----Su	:30	<del>\$400.00</del>	0.00	NM			
See MG 16.2													
2	43	11/02/16-11/02/16	11/02/16	MLB World Series	Various	---W-----	:30	\$7,905.00	0.00	NM			
Ⓜ MG for 6.3,17.2,4.6,15.1,13.1,4.2,4.4,9.8,4.3,1.7,1.6,4.5,9.7,16.1													
17	43	11/02/16	11/02/16	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:		10/31/16	11/06/16	--1----	1			\$1,600.00	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	10/31/16-11/06/16		Wednesday Prime Hour 1	8:00 PM-9:00 PM	---W-----	:30	<del>\$1,600.00</del>	0.00	NM			
See MG 17.2													
2	43	10/31/16-11/06/16	11/06/16	Wednesday Prime Hour 1	8:00 PM-9:00 PM	---W-----	:30	<del>\$1,600.00</del>	0.00	NM			
Ⓜ See MG 16.2													
18	43	11/02/16	11/02/16	Wednesday Prime Hour 2	9:00 PM-10:00 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:		10/31/16	11/06/16	--1----	1			\$2,500.00	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	10/31/16-11/06/16		Wednesday Prime Hour 2	9:00 PM-10:00 PM	---W-----	:30	<del>\$2,500.00</del>	0.00	NM			
See MG 1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11													
<b>Totals</b>										0.00		38	\$17,645.00

Time Period	# of Spots	Gross Amount	Net Amount
10/31/16 - 11/07/16	38	\$17,645.00	\$14,998.25
<b>Totals</b>	38	\$17,645.00	\$14,998.25

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

(\* 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.



