

CONTRACT



WRIC
2960 North Meridian Street
Kate Foreman
Indianapolis, IN 46208
(804) 330-8855

<u>Contract / Revision</u> 2344501 /		<u>Alt Order #</u> 26784852
<u>Advertiser</u> POL/Michael Bloomberg/President/US/Dem		<u>Original Date / Revision</u> 01/16/20 / 01/17/20
<u>Contract Dates</u> 01/13/20 - 01/24/20	<u>Estimate #</u> 0117	
<u>Product</u> MIKE BLOOMBERG 2020		
<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRIC	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washington
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u> 9915458	<u>Advertiser Code</u> MBLM	<u>Product 1/2</u> MBLM
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Assembly
711 3rd Avenue
3rd Floor
New York, NY 10017

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRIC	01/19/20	01/19/20	Good Morning America Su	7-8a		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/13/20	01/19/20	-----S				1	\$60.00			
N 2	WRIC	01/19/20	01/19/20	Good Morning Richmond 8	8-9a		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/13/20	01/19/20	-----S				1	\$50.00			
N 3	WRIC	01/18/20	01/18/20	TV8 News @ 11 Sa	11-1135p		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/13/20	01/19/20	-----S-				1	\$90.00			
	<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>Type</u>		
	1	WRIC	01/13/20-01/19/20	TV8 News @ 11 Sa	11-1135p	-----Sa--	:30		\$90.00	NM		
	See MG 3.2											
	2	WRIC	01/19/20-01/19/20	TV8 News @ 11 Su	11-1135p	-----Su	:30		\$90.00	NM		
	Ⓜ MG for 3.1 01/18											
N 4	WRIC	01/18/20	01/18/20	NBA Regular Season Sat	NBA Regular Seas		:15/:15			BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/13/20	01/19/20	-----S-				1	\$300.00			
N 5	WRIC	01/18/20	01/18/20	GMA Saturday	7-8a		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/13/20	01/19/20	-----S-				1	\$70.00			
D 6	WRIC	01/18/20	01/18/20	Sa Wheel 7-730p	7-730p		:30			NM	0	\$0.00
D 7	WRIC	01/18/20	01/18/20	Sa Jeopardy 730-8p	730-8p		:30			NM	0	\$0.00
N 8	WRIC	01/18/20	01/18/20	Good Morning Richmond 8a	8-9a		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/13/20	01/19/20	-----S-				1	\$70.00			
N 9	WRIC	01/18/20	01/18/20	GMR Sat 9a	9a-10a		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/13/20	01/19/20	-----S-				1	\$45.00			
D 10	WRIC	01/18/20	01/18/20	Sa 10-11p	10-11p		:30			NM	0	\$0.00
N 11	WRIC	01/18/20	01/18/20	TV8 News @ 11 Sa	11-1135p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract Dates</u> 01/13/20 - 01/24/20	<u>Product</u> MIKE BLOOMBERG 20	<u>Estimate #</u> 0117

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/13/20	01/19/20	-----S-				1	\$75.00			
D 12	WRIC	01/23/20	01/23/20	Thu 8-9p	8-9p		:30			NM	0	\$0.00
N 13	WRIC	01/23/20	01/23/20	Thu 9-10p	9-10p		:15/15			BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	---T---				1	\$500.00			
N 14	WRIC	01/22/20	01/22/20	Wed Prime 9p-930p	Wed Prime 9p-930		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	--W----				1	\$600.00			
N 15	WRIC	01/21/20	01/21/20	Tue 10-11p	10-11p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	-T-----				1	\$300.00			
D 16	WRIC	01/20/20	01/20/20	Mon 8-10p	8-10p		:15/15			BK	0	\$0.00
N 17	WRIC	01/20/20	01/20/20	Mon 10-11p	10-11p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	M-----				1	\$550.00			
N 18	WRIC	01/20/20	01/24/20	World News M-F	World News M-F		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	M-W-F--				2	\$150.00			
N 19	WRIC	01/20/20	01/24/20	GMA Day	1-2p		:30			NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$45.00			
N 20	WRIC	01/20/20	01/24/20	General Hospital	2-3p		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$50.00			
N 21	WRIC	01/20/20	01/24/20	M-F 3p-4p	M-F 3p-4p		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$40.00			
N 22	WRIC	01/20/20	01/24/20	M-F 4-5p	4-5p		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$50.00			
N 23	WRIC	01/20/20	01/24/20	Good Morning Richmond 5	5-530a		:30			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$60.00			
N 24	WRIC	01/20/20	01/24/20	TV8 News @ 5	5-530p		:30			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$60.00			
N 25	WRIC	01/20/20	01/24/20	Good Morning Richmond 530530-6a	530530-6a		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$75.00			
N 26	WRIC	01/20/20	01/24/20	TV8 News @ 530p	530-6p		:30			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$60.00			
N 27	WRIC	01/20/20	01/24/20	Good Morning Richmond 6	6-7a		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$75.00			
N 28	WRIC	01/20/20	01/24/20	TV8 News @ 6p	6-630p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$100.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 29	WRIC	01/20/20	01/24/20	Good Morning America	7-9a		:30			NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$120.00			
N 30	WRIC	01/20/20	01/24/20	M-F Wheel 7-730p	7-730p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				4	\$300.00			
N 31	WRIC	01/20/20	01/24/20	M-F Jeopardy 730-8p	730-8p		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				5	\$375.00			
N 32	WRIC	01/20/20	01/24/20	TV8 News @9	9-10a		:30			NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$45.00			
N 33	WRIC	01/20/20	01/24/20	The View	11a-12p		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$50.00			
N 34	WRIC	01/22/20	01/22/20	TV8 News @ 11	11-1135p		:15/:15			BK	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	--W----				1	\$90.00			
N 35	WRIC	01/20/20	01/24/20	TV8 News @ 11	11-1135p		:30			NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MT-TF--				4	\$90.00			
N 36	WRIC	01/20/20	01/24/20	Jimmy Kimmel	1135-1237		:15/:15			BK	1	\$26.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				1	\$26.00			
D 37	WRIC	01/20/20	01/24/20	Jimmy Kimmel	1135-1237		:30			NM	0	\$0.00
N 38	WRIC	01/20/20	01/24/20	TV8 News @ Noon	12-1230p		:30			NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$35.00			
N 39	WRIC	01/20/20	01/24/20	M-F 1230-1p	1230-1p		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				2	\$25.00			
D 40	WRIC	01/20/20	01/24/20	ABC News Nightline	1237-10630a		:30			NM	0	\$0.00
N 41	WRIC	01/18/20	01/18/20	Sa Wheel 7-730p	7-730p		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/13/20	01/19/20	-----S-				1	\$110.00			
N 42	WRIC	01/18/20	01/18/20	Sa Jeopardy 730-8p	730-8p		:30			NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/13/20	01/19/20	-----S-				1	\$135.00			
N 43	WRIC	01/20/20	01/24/20	ABC News Nightline	1237-10630a		:30			NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				5	\$20.00			
N 44	WRIC	01/20/20	01/24/20	Jimmy Kimmel	1135-1237		:30			NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	MTWTF--				5	\$30.00			
N 45	WRIC	01/23/20	01/23/20	Thu 8-9p	8-9p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/20	01/26/20	---T---				1	\$600.00			
Totals											72	\$9,436.00

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01/13/20 - 01/24/20	MIKE BLOOMBERG 20	0117

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
12/30/19 - 01/26/20	72	\$9,436.00	(\$1,415.40)	\$8,020.60
Totals	72	\$9,436.00	(\$1,415.40)	\$8,020.60

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRIC-TV8 Richmond, VA

Date:

1-17-2020

I, Catherine Warburton,

being/on behalf of: Bloomberg, Michael,

a legally qualified candidate of the Democratic

political party for the office of: President

in the Primary

election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Please refer to station schedule					

Attach proposed schedule with charges (if available): \$ 8,445.60 net

I represent that the payment for the above described broadcast time has been furnished by:

Mike Bloomberg 2020

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Hayden Horowitz

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

11/21/19

Date

Catherine Warburton

Signature

To Be Signed By Station Representative

☐ Accepted

☒ Accepted in Part

☐ Rejected

Susan Wahl

Signature

Susan Wahl

Printed Name

Director of Sales

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Catherine Warburton

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Catherine Warburton

printed name

11/21/19

date

AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.