

CONTRACT



WYTV
3930 Sunset Blvd
Youngstown, OH 44512
(330) 782-1144

Contract / Revision		Alt Order #	
1658784 /		7659886	
Product			
TV			
Contract Dates		Estimate #	
08/20/18 - 09/09/18		5590	
Advertiser		Original Date / Revision	
POL/Mike Kelly/Congress/PA/Rep		08/27/18 / 08/27/18	
Billing Cycle	Billing Calendar	Cash/Trade	
WEEKLY	Broadcast	Cash	
Property	Account Executive	Sales Office	
WYTV	WKBN Local House	Youngstown Loc	
Special Handling			
Demographic			
Adults 35+			
			Total Ratings
			88.20
Agv Code	Advertiser Code	Product 1/2	
9917037	1256	1892	
Agency Ref		Advertiser Ref	
IN9370/IN11002/IN141			

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WYTV	08/27/18	09/09/18	GMA	GMA		:30				NM	8	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	MTWTF--				4	\$75.00	2.30			
Week:		09/03/18	09/09/18	MTWTF--				4	\$75.00	2.30			
2	WYTV	08/27/18	09/09/18	33 News M-F 6p	M-F 6-630p		:30				NM	6	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	MTWTF--				3	\$65.00	2.50			
Week:		09/03/18	09/09/18	MTWTF--				3	\$65.00	2.50			
3	WYTV	08/27/18	09/09/18	Mon Prime Other 1	758p-10p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	M-----				1	\$250.00	3.20			
Week:		09/03/18	09/09/18	M-----				1	\$250.00	3.20			
4	WYTV	08/27/18	09/09/18	33 News M-F 11p	M-F 11p-1135p		:30				NM	6	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	MTWTF--				3	\$65.00	1.50			
Week:		09/03/18	09/09/18	MTWTF--				3	\$65.00	1.50			
N 5	WYTV	08/20/18	09/02/18	33 News Sa 6p	Sa 6p-630p		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-----S-				1	\$45.00	1.70			
Week:		08/27/18	09/02/18	-----S-				1	\$45.00	1.70			
	<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	WYTV	08/27/18-09/02/18	33 News Sa 6p	Sa 6p-630p	-----Sa--	:30		\$45.00	1.70	NM		
			See MG 12.3,12.4,12.5										
6	WYTV	08/20/18	08/26/18	LN Sa	LN Sa		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-----S-				1	\$40.00	1.40			
7	WYTV	08/20/18	09/02/18	LN Sa	LN Sa		:30				NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-----S-				1	\$40.00	0.50			
Week:		08/27/18	09/02/18	-----S-				1	\$40.00	0.50			
8	WYTV	08/20/18	09/02/18	GMA Su	8a-9a		:30				NM	2	\$80.00

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

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1658784 /		7659886
Contract Dates		Product
08/20/18 - 09/09/18		TV
Estimate #		5590
Advertiser		Original Date / Revision
POL/Mike Kelly/Congress		08/27/18 / 08/27/18

*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:		08/20/18	08/26/18	-----S				1	\$40.00	0.70			
Week:		08/27/18	09/02/18	-----S				1	\$40.00	0.70			
9	WYTV	08/20/18	09/02/18	Su 9a-10a	9a-10a		:30				NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-----S				1	\$40.00	0.50			
Week:		08/27/18	09/02/18	-----S				1	\$40.00	0.50			
10	WYTV	08/20/18	09/02/18	33 News Su 6p	Su 6-630p		:30				NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-----S				1	\$45.00	3.20			
Week:		08/27/18	09/02/18	-----S				1	\$45.00	3.20			
11	WYTV	08/20/18	09/02/18	Sun Hour 1	7p-8p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-----S				1	\$250.00	2.30			
Week:		08/27/18	09/02/18	-----S				1	\$250.00	2.30			
N 12	WYTV	08/20/18	09/02/18	Sun Hour 2	8p-9p		:30				NM	4	\$1,045.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-----S				1	\$500.00	4.40			
Week:		08/27/18	09/02/18	-----S				1	\$500.00	4.40			
	<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	WYTV	08/27/18-09/02/18	Sun Hour 2	8p-9p	-----Su	:30		\$500.00	4.40	NM		
	See MG 12.3,12.4,12.5												
	3	WYTV	09/02/18-09/02/18	College FB/ Prime	College FB/ Prime	-----Su	:30		\$400.00	4.40	NM		
	(M) MG for 5.2,12.2												
	4	WYTV	08/30/18-08/30/18	NFL Pre-Game Show	NFL Pre-Game Sh	----Th----	:30		\$80.00	1.70	NM		
	(M) MG for 5.2,12.2												
	5	WYTV	08/30/18-08/31/18	33 News M-F 11p	M-F 11p-1135p	----ThF----	:30		\$65.00	0.00	NM		
	(M) MG for 5.2,12.2												
N 13	WYTV	08/20/18	09/02/18	Sun Hour 3	9p-10p		: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:		08/20/18	08/26/18	-----S				1	\$400.00	3.50			
Week:		08/27/18	09/02/18	-----S				1	\$400.00	3.50			
	<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	WYTV	08/27/18-09/02/18	Sun Hour 3	9p-10p	-----Su	:30		\$400.00	3.50	NM		
	See MG 13.3												
	3	WYTV	09/01/18-09/01/18	College FB/ Prime	College FB/ Prime	-----Sa--	:30		\$400.00	3.50	NM		
	(M) MG for 13.2 09/02												
14	WYTV	08/20/18	09/02/18	LN Su	LN Su		:30				NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-----S				1	\$85.00	2.20			
Week:		08/27/18	09/02/18	-----S				1	\$85.00	2.20			
Totals								88.20				42	\$4,810.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/20/18 -08/26/18	10	\$1,485.00	(\$222.75)	\$1,262.25
08/27/18 -09/02/18	21	\$2,385.00	(\$357.75)	\$2,027.25
09/03/18 -09/09/18	11	\$940.00	(\$141.00)	\$799.00
Totals	42	\$4,810.00	(\$721.50)	\$4,088.50

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<u>Contract Dates</u> 08/20/18 - 09/09/18	<u>Product</u> TV	<u>Estimate #</u> 5590
<u>Advertiser</u> POL/Mike Kelly/Congress		<u>Original Date / Revision</u> 08/27/18 / 08/27/18

Signature: _____ **Date:** _____

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