



WRLH FOX Richmond  
1925 Westmoreland St  
Richmond, VA 23230

Targeted Platform Media  
1291 Hollywood Ave  
Annapolis, MD 21403

## Contract # 2499370

### Schedule Dates

### Advertiser

### Agency

### Product

### Brand

### Salesperson

### Sales Office

### Buyer Name

### Phone/Fax

### CPE

### Account Types

### Billing Type

### Comments

05/31/16-06/06/16

Priorities USA Action (72141)

Targeted Platform Media (15945)

POLITICAL ISSUE (ns) (1187)

PRIORITIES USA ACTION/4645 (832229)

Millennium/DC, Washington DC (1108)

Millennium Washington DC

Katie Thompson,

/

750/760/4645

National/Political Issue Agency BRD

Standard

Priorities USA Action

Date Entered 05/17/16

Last Modified 05/17/16

Entered By Jordan Moeller

CO-OP No

Headline # ECR25172607

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,947.50

Net Total \$16,702.50

Sales Tax

## Richmond (WRLH)

### By Broadcast Month

Jun. 2016

Grand Total:

Spots

39

Rate

\$19,650.00

\$19,650.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	05/31/16-06/06/16	2	:30	6:59A- News-Fox Richmond @ 7am	1	1	1	1	1				3	\$250.00	\$750.00	Richmond (WRLH)	FOX-MORN NWS	5/17/16
2.0	Normal Line / News	05/31/16-06/06/16	2	:30	7:30A- News-Fox Richmond @ 7am	1	1	1	1	1				3	\$250.00	\$750.00	Richmond (WRLH)	FOX-MORN NWS	5/17/16
3.0	Normal Line / SPOT	05/31/16-06/06/16	2	:30	12P- Celebrity Name Game	1	1	1		1				3	\$200.00	\$600.00	Richmond (WRLH)	CELEB NAME-MF	5/17/16
4.0	Normal Line / SPOT	05/31/16-06/06/16	2	:30	12:30P- Celebrity Name Game 2	1	1	1		1				3	\$200.00	\$600.00	Richmond (WRLH)	CELEB NM-MF B	5/17/16
5.0	Normal Line / SPOT	05/31/16-06/06/16	2	:30	2P- The Meredith Vieira Show	1	1	1		1				3	\$250.00	\$750.00	Richmond (WRLH)	MEREDITH VIEIRA	5/17/16
6.0	Normal Line / SPOT	05/31/16-06/06/16	2	:30	4:58:30P- Judge Judy	1	1	1						2	\$600.00	\$1,200.00	Richmond (WRLH)	JUDGE JUDY	5/17/16
7.0	Normal Line / SPOT	05/31/16-06/06/16	2	:30	5:28P- Judge Judy B	1	1	1						2	\$600.00	\$1,200.00	Richmond (WRLH)	JUDGE JUDY B	5/17/16
8.0	Normal Line / SPOT	05/31/16-06/06/16	3	:30	5:58P- Family Feud	1	1	1						2	\$500.00	\$1,000.00	Richmond (WRLH)	FAMILY FEUD	5/17/16
9.0	Normal Line / SPOT	05/31/16-06/06/16	3	:30	6:28P- Family Feud 2	1	1	1						2	\$500.00	\$1,000.00	Richmond (WRLH)	FAMILY FEUD B	5/17/16
10.0	Normal Line / SPOT	05/31/16-06/06/16	2	:30	6:58P- The Big Bang Theory	1	1	1						2	\$800.00	\$1,600.00	Richmond (WRLH)	BIG BNG THEORY	5/17/16
11.0	Normal Line / SPOT	05/31/16-06/06/16	2	:30	7:28P- The Big Bang Theory 2	1	1	1						2	\$800.00	\$1,600.00	Richmond (WRLH)	BG BNG THRY B	5/17/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Targeted Platform Media  
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05/31/16-06/06/16

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### Agency

Targeted Platform Media (15945)

### Product

POLITICAL ISSUE (ns) (1187)

### Brand

PRIORITIES USA ACTION/4645 (832229)

### Salesperson

Millennium/DC, Washington DC (1108)

### Sales Office

Millennium Washington DC

### Buyer Name

Katie, Thompson,

### Phone/Fax

/

### CPE

750/760/4645

### Account Types

National/Political Issue Agency BRD

### Billing Type

Standard

### Comments

Priorities USA Action

Date Entered 05/17/16  
Last Modified 05/17/16  
Entered By Jordan Moeller  
CO-OP No  
Headline # ECR25172607  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$2,947.50  
Net Total \$16,702.50  
Sales Tax

**Richmond (WRLH)**  
By Broadcast Month  
Jun. 2016 39 \$19,650.00  
Grand Total: 39 \$19,650.00

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

INCOMPLETE CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Prime	06/06/16-06/06/16	3	:30	9P- FOX-Houdini & Doyle (Monday)	1	1							1	\$1,500.00	\$1,500.00	Richmond (WRLH)	HOUDINI & DOYLE	5/17/16
13.0	Normal Line / News	05/31/16-06/06/16	3	:30	10:01:50P- News-Fox Richmond News @ 10		1	1			1			3	\$800.00	\$2,400.00	Richmond (WRLH)	FOX NEWS AT 10<	5/17/16
14.0	Normal Line / News	05/31/16-06/06/16	3	:30	10:30P- News-Fox Richmond News @ 10		1	1	1					3	\$800.00	\$2,400.00	Richmond (WRLH)	FOX NEWS AT 10<	5/17/16
15.0	Normal Line / SPOT	05/31/16-06/06/16	2	:30	10:58P- Mike and Molly		1	1	1					3	\$500.00	\$1,500.00	Richmond (WRLH)	MIKE AND MOLLY	5/17/16
Est 16.0	Unapproved (NewL) on credit hold / SPOT	06/04/16-06/04/16	2	:30	6:58:30P- Sports-FOX MLB							1		1	\$300.00	\$300.00	Richmond (WRLH)	MLB	5/19/16
Est 17.0	Unapproved (NewL) on credit hold / SPOT	06/05/16-06/05/16	2	:30	3:30P- The Big Bang Theory Wknd 4							1		1	\$500.00	\$500.00	Richmond (WRLH)	BIG BANG THRY W	5/19/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser	Date	Accepted-Station	Date	Comments

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2499370

KATZ TELEVISION  
GROUP

<b>Contract #</b> 25172607	<b>Changes as of:</b> 5/19/2016 at 11:06 AM	<b>Version:</b> Highlighting Revision 2
<b>CPE:</b> 750/760/4645	<b>Flight:</b> 5/31/16 - 6/6/16	<b>Station:</b> WRLH
<b>Agency:</b> TARGETED PLATFORM MEDIA 650 Massachusetts Avenue, NW Washington, DC 20001	<b>Advertiser:</b> Priorities USA Action	<b>Market:</b> Richmond
	<b>Product:</b> Priorities USA Action	<b>Office:</b> WASHINGTON
	<b>Agency Order #:</b> 5050487	<b>Primary Demo:</b> Adults 35+
	<b>Buyer:</b> Thompson, Katie	<b>Con Type:</b> POLITICAL/VOTE
	<b>Salesperson:</b> JAMES SCUTARI 202-955-5342	<b>Assistant:</b> JAMES SCUTARI 202-955-5342
		<b>Traffic #:</b> 2499370
		<b>Separation:</b>
		<b>Total Spots:</b> 39
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>

Comments: Separation: 30

		5/31 - 5/31													
#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/31					Total Spots	Total \$	CPP	GRP
1	Tu-F,M 7a-7:30a		FOX-MORN NWS	\$250.00	0	30	3					3	\$750.00	\$0.00	0.0
2	Tu-F,M 7:30a-8a		FOX-MORN NWS	\$250.00	0	30	3					3	\$750.00	\$0.00	0.0
3	Tu-F,M 12n-12:30p		CELEB NAME-MF	\$200.00	0	30	3					3	\$600.00	\$0.00	0.0
4	Tu-F,M 12:30p-1p		CELEB NM-MF B	\$200.00	0	30	3					3	\$600.00	\$0.00	0.0
5	Tu-F,M 2p-3p		MEREDTH VIEIRA	\$250.00	0	30	3					3	\$750.00	\$0.00	0.0
6	Tu-F,M 5p-5:30p		JUDGE JUDY	\$600.00	0	30	2					2	\$1,200.00	\$0.00	0.0
7	Tu-F,M 5:30p-6p		JUDGE JUDY B	\$600.00	0	30	2					2	\$1,200.00	\$0.00	0.0
8	Tu-F,M 6p-6:30p		FAMILY FEUD	\$500.00	0	30	2					2	\$1,000.00	\$0.00	0.0
9	Tu-F,M 6:30p-7p		FAMILY FEUD B	\$500.00	0	30	2					2	\$1,000.00	\$0.00	0.0
10	Tu-F,M 7p-7:30p		BIG BNG THEORY	\$800.00	0	30	2					2	\$1,600.00	\$0.00	0.0
11	Tu-F,M 7:30p-8p		BG BNG THRY B	\$800.00	0	30	2					2	\$1,600.00	\$0.00	0.0
12	M 9p-10p		Houdini & Doyle	\$1,500.00	0	30	1					1	\$1,500.00	\$0.00	0.0
Changes: Program from LUCIFER-FOX to Houdini & Doyle															
13	Tu-F,M 10p-10:30p		FOX NEWS AT 10<	\$800.00	0	30	3					3	\$2,400.00	\$0.00	0.0
14	Tu-F,M 10:30p-11p		FOX NEWS AT 10<	\$800.00	0	30	3					3	\$2,400.00	\$0.00	0.0
15	Tu-F,M 11p-11:30p		MIKE AND MOLLY	\$500.00	0	30	3					3	\$1,500.00	\$0.00	0.0
16	Sa 7p-10p		MLB	\$300.00	0	30	1					1	\$300.00	\$0.00	0.0
Changes: Day/Time from Sa 7p-7:30p to Sa 7p-10p. Program from BG BNG THRY SA to MLB															
17	Su 3:30p-4p		BG BNG THRY W	\$500.00	0	30	1					1	\$500.00	\$0.00	0.0
Changes: Day/Time from Su 10:35p-11p to Su 3:30p-4p															
											39	\$19,650.00	\$0.00	0.0	

TOTALS: 39



Contract # 25172607 Changes as of: 5/19/2016 at 11:06 AM Version: Highlighting Revision 2  
CPE: 750/760/4645 Flight: 5/31/16 - 6/6/16 Station: WRLH Total \$: \$19,650.00  
Agency: TARGETED PLATFORM MEDIA Advertiser: Priorities USA Action Market: Richmond Total Spots: 39  
650 Massachusetts Avenue, NW Product: Priorities USA Action Office: WASHINGTON Total CPP: \$0.00  
Washington, DC 20001 Agency Order #: 5050487 Primary Demo: Adults 35+ Total GRP:  
Buyer: Thompson, Katie Con Type: POLITICAL/VOTE Traffic #: 2499370  
Salesperson: JAMES SCUTARI Assistant: JAMES SCUTARI Separation: 202-955-5342

Hit Listed Programs	
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Order Level Comments		
Date/Time	Added by	Comment
05/17/16 3:08 PM	Jordan Moeller	Line 12 - Lucifer not airing 6/6 @ 9p -> Houdini & Doyle. Can enter line for new program at same time slot.
05/16/16 10:25 AM	JAMES SCUTARI	Line 16 - Big Bang Sat not airing at all 6/5 due to COPA & MLB games. Can place in either game.
05/16/16 10:25 AM	JAMES SCUTARI	Line 17 - Big Bang Wkd airing early @ 3p & 3:30p -> Miss USA Competition. Can place either in earlier time slot or in the competition special. Please advise. - JRM, LSA
Separation: 30		
Separation: 30		

Competitive Information	
Market Budget:	\$85,435
WRLH Share:	23%
Comment:	
ERLH:	1%
WRIC:	25%
WTVR:	26%
WUPV:	1%
WWBT:	24%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	39	\$19,650.00	N/A
Total	100%	39	\$19,650.00	N/A

Monthly Summary		
Month	Spots	Dollars
2016-Jun	39	\$19,650.00
Total	39	\$19,650.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	5/19/16 11:06 AM	JAMES SCUTARI	Revised			\$0
Makegood 1	5/17/16 3:08 PM	Jordan Moeller	Confirmed			\$0
Queued for Electronic Contracting	5/17/16 2:24 PM					\$0
Revision	5/16/16 10:25 AM	JAMES SCUTARI	Confirmed			\$0
New	5/16/16 9:54 AM	JAMES SCUTARI	New	39		\$19,650.00
						\$19,650.00
						Changes: Product from TV to Priorities USA Action, Demo Meta to [R16], User Entered \$ from \$0.00 to \$19,650.00. 17 buylines added or modified.

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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2499370



KATZ TELEVISION GROUP

Contract # 25172607 Changes as of: 5/16/2016 at 10:25 AM Version: Current State Version 2  
 CPE: 750/760/4645 Flight: 5/31/16 - 6/6/16 Station: WRLH  
 Agency: TARGETED PLATFORM MEDIA Advertiser: Priorities Usa Action Market: Richmond  
 650 Massachusetts Avenue, NW Product: Priorities USA Action Office: WASHINGTON  
 Washington, DC 20001 Agency Order #: 5050487 Primary Demo: Adults 35+  
 Buyer: Thompson, Katie Con Type: POLITICAL/VOTE  
 Salesperson: JAMES SCUTARI Assistant: JAMES SCUTARI  
 202-955-5342  
 Total Spots: 39  
 Total CPP: \$0.00  
 Total GRP: Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/31 - 5/31		Total Spots	Total \$	CPP	GRP
							5/31	5/31				
1	Tu-F,M 7a-7:30a		FOX-MORN NWS	\$250.00	0	30	3		3	\$750.00	\$0.00	0.0
2	Tu-F,M 7:30a-8a		FOX-MORN NWS	\$250.00	0	30	3		3	\$750.00	\$0.00	0.0
3	Tu-F,M 12n-12:30p		CELEB NAME-MF	\$200.00	0	30	3		3	\$600.00	\$0.00	0.0
4	Tu-F,M 12:30p-1p		CELEB NM-MF B	\$200.00	0	30	3		3	\$600.00	\$0.00	0.0
5	Tu-F,M 2p-3p		MEREDITH VIEIRA	\$250.00	0	30	3		3	\$750.00	\$0.00	0.0
6	Tu-F,M 5p-5:30p		JUDGE JUDY	\$600.00	0	30	2		2	\$1,200.00	\$0.00	0.0
7	Tu-F,M 5:30p-6p		JUDGE JUDY B	\$600.00	0	30	2		2	\$1,200.00	\$0.00	0.0
8	Tu-F,M 6p-6:30p		FAMILY FEUD	\$500.00	0	30	2		2	\$1,000.00	\$0.00	0.0
9	Tu-F,M 6:30p-7p		FAMILY FEUD B	\$500.00	0	30	2		2	\$1,000.00	\$0.00	0.0
10	Tu-F,M 7p-7:30p		BIG BNG THEORY	\$800.00	0	30	2		2	\$1,600.00	\$0.00	0.0
11	Tu-F,M 7:30p-8p		BG BNG THRY B	\$800.00	0	30	2		2	\$1,600.00	\$0.00	0.0
12	M 9p-10p		LUCIFER-FOX	\$1,500.00	0	30	1		1	\$1,500.00	\$0.00	0.0
13	Tu-F,M 10p-10:30p		FOX NEWS AT 10<	\$800.00	0	30	3		3	\$2,400.00	\$0.00	0.0
14	Tu-F,M 10:30p-11p		FOX NEWS AT 10<	\$800.00	0	30	3		3	\$2,400.00	\$0.00	0.0
15	Tu-F,M 11p-11:30p		MIKE AND MOLLY	\$500.00	0	30	3		3	\$1,500.00	\$0.00	0.0
16	Sa 7p-7:30p		BG BNG THRY SA	\$300.00	0	30	1		1	\$300.00	\$0.00	0.0
17	Su 10:35p-11p		BG BNG THRY W	\$500.00	0	30	1		1	\$500.00	\$0.00	0.0
TOTALS: 39									39	\$19,650.00	\$0.00	0.0

Line 12 - Lucifer not airing w/e @ 9p → Houdini & Doyle  
 Line 16 - Big Bang Sat not airing at all w/e → COPA & MLB  
 Line 17 - Big Bang Wkd airing early @ 3p & 3:30p → Miss USA competition



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Hit Listed Programs	
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Order Level Comments		
Date/Time	Added by	Comment
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05/16/16 10:25 AM	JAMES SCUTARI	Separation: 30

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Market Budget: \$85,435	
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WUPV: 1%	
WWBT: 24%	

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Day/Time	% Distrib	Spots	Dollars	GRP
	100%	39	\$19,650.00	0.0
Total	100%	39	\$19,650.00	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Jun	39	\$19,650.00
Total	39	\$19,650.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Revision	5/16/16 10:25 AM	JAMES SCUTARI	Revised		
New	5/16/16 9:54 AM	JAMES SCUTARI	New	39	
				\$19,650.00	\$19,650.00
				\$0	\$19,650.00
				Changes: Product from TV to Priorities USA Action, Demo Meta to [R16], User Entered \$ from \$0.00 to \$19,650.00. 17 buylines added or modified.	

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