



WGAL
1300 Columbia Avenue
Lancaster, PA 17603
(717)393-5851

www.wgal.com

CONTRACT

<u>Contract / Revision</u> 1806794 /		<u>Alt Order #</u> 09299273
<u>Product</u> L SMUCKER/R/CON#11		
<u>Contract Dates</u> 10/29/18 - 11/11/18 11/5		<u>Estimate #</u> 5828
<u>Advertiser</u> Smucker/R/US Congress		<u>Original Date / Revision</u> 10/31/18 / 10/31/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WGAL	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agv Code</u> 9917037	<u>Advertiser Code</u> 1345	<u>Product 1/2</u> 2029
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Placement OH
7669 Stagers Loop
Delaware, OH 43015

REVISION 1

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WGAL	10/30/18	11/02/18	M-F News 8 at 5a	5-6a		:30				NM	7	\$7,710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	-TWTF--				4	\$400.00				
	<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>		
	2	WGAL	10/29/18-11/04/18	M-F News 8 at 5a	5-6a	-TuWThF----	:30		\$400.00		NM		
		See MG 1.5,1.6,1.7,1.8											
	5	WGAL	11/04/18-11/04/18	NFL Sunday Night Football	8:20-11:30PM	-----SL	:30		\$5,000.00		NM		
	Ⓜ	MG for 14.2,2.1,17.1,3.1,4.1,22.1,5.1,12.1,6.2,1.2											
	6	WGAL	11/04/18-11/04/18	M-Su Late News Off-Time	Late News Off-Tim	-----SL	:30		\$1,000.00		NM		
	Ⓜ	MG for 14.2,2.1,17.1,3.1,4.1,22.1,5.1,12.1,6.2,1.2											
	7	WGAL	11/04/18-11/04/18	MATTER OF FACT	1130P-12A	-----SL	:30		\$285.00		NM		
	Ⓜ	MG for 14.2,2.1,17.1,3.1,4.1,22.1,5.1,12.1,6.2,1.2											
	8	WGAL	11/04/18-11/04/18	Matter of Fact	Various	-----SL	:30		\$225.00		NM		
	Ⓜ	MG for 14.2,2.1,17.1,3.1,4.1,22.1,5.1,12.1,6.2,1.2											
N 2	WGAL	10/30/18	11/02/18	M-F 1-2p	1-2p		:30				NM	3	\$885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	-TWTF--				4	\$295.00				
	<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	WGAL	10/29/18-11/04/18	M-F 1-2p	1-2p	-TuWThF----	:30		\$295.00		NM		
		See MG 1.5,1.6,1.7,1.8											
N 3	WGAL	10/30/18	11/02/18	M-F 4-5p News	M-F 4-5p News		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	-TWTF--				3	\$350.00				
	<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	WGAL	10/29/18-11/04/18	M-F 4-5p News	M-F 4-5p News	-TuWThF----	:30		\$350.00		NM		
		See MG 1.5,1.6,1.7,1.8											
N 4	WGAL	10/30/18	11/02/18	M-F 5-6p News	5-6p		:30				NM	3	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	-TWTF--				4	\$775.00				

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This contract is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: www.hearst.com/newsroom/hearst-television-advertising-sales

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<u>Contract / Revision</u>	<u>Alt Order #</u>
1806794 /	09299273

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/29/18 - 11/11/18	L SMUCKER/R/CON#11	5828

<u>Advertiser</u>	<u>Original Date / Revision</u>
Smucker/R/US Congress	10/31/18 / 10/31/18

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</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>Type</u>													
1	WGAL	10/29/18-11/04/18		M-F 5-6p News	5-6p	-TuWThF----	:30		\$775.00		NM		
See MG 1.5,1.6,1.7,1.8													
N 5	WGAL	10/30/18	11/02/18	M-F News 8 at 6p	6-630p		:30				NM	3	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -TWTF-- 4 \$1,200.00													
<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 WGAL 10/29/18-11/04/18 M-F News 8 at 6p 6-630p -TuWThF---- :30 \$1,200.00 NM See MG 1.5,1.6,1.7,1.8													
N 6	WGAL	10/30/18	11/02/18	M-Sun Nightly News	630-730p		:30				NM	3	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -TWTF-- 4 \$1,200.00													
<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> 2 WGAL 10/29/18-11/04/18 M-Sun Nightly News 630-730p -TuWThF---- :30 \$1,200.00 NM See MG 1.5,1.6,1.7,1.8													
7	WGAL	10/30/18	11/02/18	Entertainment Tonight	7-730p		:30				NM	3	\$3,300.00
Class of Time - Fixed Non Pre-emptible													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 --W-F-- 3 \$1,100.00													
8	WGAL	11/05/18	11/05/18	MON THE VOICE	8-11P		:30				NM	2	\$7,600.00
Class of Time - Fixed Non Pre-emptible													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/18 11/11/18 2----- 2 \$3,800.00													
9	WGAL	10/31/18	10/31/18	CHICAGO FIRE	9-10p		:30				NM	1	\$2,600.00
Class of Time - Fixed Non Pre-emptible													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 --1----- 1 \$2,600.00													
10	WGAL	10/31/18	10/31/18	CHICAGO PD	10-11p		:30				NM	1	\$2,300.00
Class of Time - Fixed Non Pre-emptible													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 --1----- 1 \$2,300.00													
11	WGAL	11/01/18	11/01/18	LAW AND ORDER	10-11p		:30				NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 ---1--- 1 \$1,600.00													
N 12	WGAL	10/30/18	11/02/18	M-F News 8 at 6a	6-7a		:30				NM	3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -TWTF-- 4 \$700.00													
<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 WGAL 10/29/18-11/04/18 M-F News 8 at 6a 6-7a -TuWThF---- :30 \$700.00 NM See MG 1.5,1.6,1.7,1.8													
13	WGAL	11/02/18	11/02/18	DATELINE	10-11p		:30				NM	1	\$1,150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 ----1-- 1 \$1,150.00													
N 14	WGAL	10/30/18	11/03/18	M-Su News 8 at 11p	11-1135p		:30				NM	3	\$2,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -TWTFS- 4 \$850.00													

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Smucker/R/US Congress	10/31/18 / 10/31/18

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</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>Type</u>													
2	WGAL	10/29/18-11/04/18		M-Su News 8 at 11p	11-1135p	-TuWThFSa--	:30		\$850.00		NM		
See MG 1.5,1.6,1.7,1.8													
15	WGAL	11/04/18	11/04/18	NFL Football Night in Ame	7:00-8:20PM		:30				NM	1	\$1,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -----1- 1 \$1,900.00													
16	WGAL	11/03/18	11/03/18	Breeders Cup Preview	430-6p		:30				NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -----1- 1 \$400.00													
N 17	WGAL	10/30/18	11/02/18	NBC Today Show	7-9A		:30				NM	3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -TWTF-- 4 \$700.00													
<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 WGAL 10/29/18-11/04/18 NBC Today Show 7-9A -TuWThF---- :30 \$700.00 NM See MG 1.5,1.6,1.7,1.8													
18	WGAL	11/03/18	11/03/18	Saturday News 8 at 6a	6-7a		:30				NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -----1- 1 \$250.00													
19	WGAL	11/03/18	11/03/18	NBC Saturday Today	7-9a		:30				NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -----2- 2 \$500.00													
20	WGAL	11/03/18	11/03/18	Saturday News 8 at 9a	9-10a		:30				NM	1	\$425.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -----1- 1 \$425.00													
21	WGAL	11/04/18	11/04/18	Sunday News 8 at 9a	9-10a		:30				NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 -----1 1 \$400.00													
N 22	WGAL	10/29/18	11/02/18	M-F 12-12:30p News	12-12:30p		:30				NM	3	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/18 11/04/18 MTWTF-- 4 \$350.00													
<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 WGAL 10/29/18-11/04/18 M-F 12-12:30p News 12-12:30p MTuWThF---- :30 \$350.00 NM See MG 1.5,1.6,1.7,1.8													
23	WGAL	11/05/18	11/06/18	M-F News 8 at 5a	5-6a		:30				NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/18 11/11/18 MT----- 2 \$400.00													
24	WGAL	11/05/18	11/05/18	M-F 1-2p	1-2p		:30				NM	1	\$295.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/18 11/11/18 1----- 1 \$295.00													
25	WGAL	11/05/18	11/05/18	M-F 4-5p News	M-F 4-5p News		:30				NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/18 11/11/18 1----- 1 \$350.00													
26	WGAL	11/05/18	11/05/18	M-F News 8 at 6p	6-630p		:30				NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/18 11/11/18 1----- 1 \$1,200.00													
27	WGAL	11/05/18	11/05/18	M-Sun Nightly News	630-730p		:30				NM	1	\$1,200.00

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Contract Dates 10/29/18 - 11/11/18	Product L SMUCKER/R/CON#11	Estimate # 5828
Advertiser Smucker/R/US Congress		Original Date / Revision 10/31/18 / 10/31/18

*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>				
Week:		11/05/18	11/11/18	1-----				1	\$1,200.00				
28	WGAL	11/05/18	11/06/18	M-F News 8 at 6a	6-7a		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/18	11/11/18	MT-----				2	\$700.00				
29	WGAL	11/05/18	11/05/18	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/18	11/11/18	1-----				1	\$850.00				
30	WGAL	11/05/18	11/06/18	NBC Today Show	7-9A		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/18	11/11/18	MT-----				2	\$700.00				
31	WGAL	11/05/18	11/06/18	M-F 12-12:30p News	12-12:30p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/18	11/11/18	MT-----				2	\$350.00				
Totals								0.00				62	\$57,740.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/29/18 - 11/06/18	62	\$57,740.00	(\$8,661.00)	\$49,079.00
Totals	62	\$57,740.00	(\$8,661.00)	\$49,079.00

Signature: _____ **Date:** _____

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