

CONTRACT



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

<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>Agency 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				

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

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

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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract / Revision</u> 1806794 /	<u>Alt Order #</u> 09299273
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<u>Contract Dates</u> 10/29/18 - 11/11/18	<u>Product</u> L SMUCKER/R/CON#11	<u>Estimate #</u> 5828
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<u>Advertiser</u> Smucker/R/US Congress	<u>Original Date / Revision</u> 10/31/18 / 10/31/18
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*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>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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Contract Dates 10/29/18 - 11/11/18	Product L SMUCKER/R/CON#11	Estimate # 5828
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Advertiser Smucker/R/US Congress	Original Date / Revision 10/31/18 / 10/31/18
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*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>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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Advertiser Smucker/R/US Congress	Original Date / Revision 10/31/18 / 10/31/18
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*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: _____

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

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

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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.