



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

www.wgal.com

CONTRACT

Contract / Revision 1793140 /		Alt Order # 09242305
Product CASEY FOR SENATE		
Contract Dates 09/25/18 - 10/01/18		Estimate # 317
Advertiser Casey/D/Senate		Original Date / Revision 09/27/18 / 09/27/18
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WGAL	Account Executive Mary Tricoli	Sales Office HRP-Philadelph
Special Handling		
Demographic Adults 35+		
Agv Code	Advertiser Code 14	Product 1/2 15
Agency Ref		Advertiser Ref

And:

Shorr Johnson Magnus
100 North 20th St
Suite 201
Philadelphia, PA 19103

REVISION 1

Unless specified on the line levels below, the Class of Time purchased is Pre-emptible with Notice

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WGAL	10/01/18	10/01/18	M-F News 8 at 6a	6-7a		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	1-----				1	\$700.00				
2	WGAL	09/28/18	09/28/18	NBC Today Show	7-9A		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----2--				2	\$650.00				
3	WGAL	09/25/18	09/25/18	M-F News 8 at 5a	5-6a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-1-----				1	\$350.00				
4	WGAL	09/26/18	09/26/18	M-F News 8 at 5a	5-6a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--1----				1	\$350.00				
5	WGAL	09/27/18	09/27/18	M-F News 8 at 5a	5-6a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---1---				1	\$350.00				
6	WGAL	09/28/18	09/28/18	M-F News 8 at 5a	5-6a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----1--				1	\$350.00				
7	WGAL	10/01/18	10/01/18	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:		10/01/18	10/07/18	1-----				1	\$350.00				
8	WGAL	09/25/18	09/25/18	M-F 4-5p News	M-F 4-5p News		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-1-----				1	\$275.00				
9	WGAL	09/26/18	09/26/18	M-F 4-5p News	M-F 4-5p News		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--1----				1	\$275.00				

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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>	<u>Alt Order #</u>
1793140 /	09242305

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/25/18 - 10/01/18	CASEY FOR SENATE	317

<u>Advertiser</u>	<u>Original Date / Revision</u>
Casey/D/Senate	09/27/18 / 09/27/18

*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>				
10	WGAL	09/27/18	09/27/18	M-F 4-5p News	M-F 4-5p News		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---1---				1	\$275.00				
11	WGAL	09/25/18	09/25/18	M-F News 8 at 6a	6-7a		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-1-----				1	\$650.00				
12	WGAL	09/28/18	09/28/18	M-F 4-5p News	M-F 4-5p News		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----1--				1	\$275.00				
13	WGAL	10/01/18	10/01/18	M-F 5-6p News	5-6p		:30				NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	1-----				1	\$775.00				
14	WGAL	09/25/18	09/25/18	M-F 5-6p News	5-6p		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-1-----				1	\$625.00				
N 15	WGAL	09/26/18	09/26/18	M-F 5-6p News	5-6p		:30				NM	2	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--1----				1	\$625.00				
	<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	09/24/18-09/30/18	M-F 5-6p News	5-6p	---W-----	:30		\$625.00		NM		
	See MG 15.2, 15.3												
	2	WGAL	09/29/18-09/30/18	Ryder Cup	Various	-----SaSu	:30		\$600.00		NM		
	Ⓜ MG for 15.1 09/26												
	3	WGAL	09/28/18-09/28/18	M-Sun Overnight	MF 135a,S 1a,S 1	-----F----	:30		\$25.00		NM		
	Ⓜ MG for 15.1 09/26												
16	WGAL	09/27/18	09/27/18	M-F 5-6p News	5-6p		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---1---				1	\$625.00				
17	WGAL	09/28/18	09/28/18	M-F 5-6p News	5-6p		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----1--				1	\$625.00				
18	WGAL	10/01/18	10/01/18	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:		10/01/18	10/07/18	1-----				1	\$1,200.00				
19	WGAL	09/25/18	09/25/18	M-F News 8 at 6p	6-630p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-1-----				1	\$950.00				
20	WGAL	09/26/18	09/26/18	M-F News 8 at 6p	6-630p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--1----				1	\$950.00				
21	WGAL	09/27/18	09/27/18	M-F News 8 at 6p	6-630p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---1---				1	\$950.00				
22	WGAL	09/26/18	09/26/18	M-F News 8 at 6a	6-7a		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--2----				2	\$650.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
23	WGAL	09/28/18	09/28/18	M-F News 8 at 6p	6-630p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----1--				1	\$950.00				
24	WGAL	10/01/18	10/01/18	Access Hollywood	730-8p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	1-----				1	\$550.00				
25	WGAL	09/25/18	09/25/18	Access Hollywood	730-8p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-1-----				1	\$500.00				
26	WGAL	09/26/18	09/26/18	Access Hollywood	730-8p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--1----				1	\$500.00				
27	WGAL	09/27/18	09/27/18	Access Hollywood	730-8p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---1---				1	\$500.00				
28	WGAL	09/28/18	09/28/18	Access Hollywood	730-8p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----1--				1	\$500.00				
29	WGAL	10/01/18	10/01/18	MON THE VOICE	8-11P		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	1-----				1	\$2,000.00				
30	WGAL	09/27/18	09/27/18	LAW AND ORDER	Prime Other		:30				NM	1	\$1,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---1---				1	\$1,175.00				
31	WGAL	09/26/18	09/26/18	CHICAGO FIRE	9-10p		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--1----				1	\$1,350.00				
32	WGAL	09/25/18	09/25/18	THIS IS US	9-10p		:30				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-1-----				1	\$3,200.00				
33	WGAL	09/27/18	09/27/18	M-F News 8 at 6a	6-7a		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---2---				2	\$650.00				
34	WGAL	10/01/18	10/01/18	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:		10/01/18	10/07/18	1-----				1	\$850.00				
35	WGAL	09/25/18	09/25/18	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-1-----				1	\$750.00				
36	WGAL	09/26/18	09/26/18	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--1----				1	\$750.00				
37	WGAL	09/27/18	09/27/18	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---1---				1	\$750.00				

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38	WGAL	09/28/18	09/28/18	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----1--				1	\$750.00				
39	WGAL	09/29/18	09/29/18	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----1-				1	\$750.00				
40	WGAL	10/01/18	10/01/18	NBC Tonight Show	1135p-1235a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	1-----				1	\$350.00				
41	WGAL	09/25/18	09/25/18	NBC Tonight Show	1135p-1235a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-1-----				1	\$350.00				
42	WGAL	09/26/18	09/26/18	NBC Tonight Show	1135p-1235a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--1----				1	\$350.00				
43	WGAL	09/27/18	09/27/18	NBC Tonight Show	1135p-1235a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---1---				1	\$350.00				
44	WGAL	09/28/18	09/28/18	M-F News 8 at 6a	6-7a		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----2--				2	\$650.00				
45	WGAL	09/28/18	09/28/18	NBC Tonight Show	1135p-1235a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----1--				1	\$350.00				
E 46	WGAL	09/30/18	09/30/18	M-Su Late News Off-Time	Late News Off-Time		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----1				1	\$1,000.00				
D 47	WGAL	09/30/18	09/30/18	Sunday News 8 at 9a	9-10a		:30				NM	0	\$0.00
48	WGAL	10/01/18	10/01/18	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:		10/01/18	10/07/18	2-----				2	\$700.00				
49	WGAL	09/25/18	09/25/18	NBC Today Show	7-9A		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-2-----				2	\$650.00				
50	WGAL	09/26/18	09/26/18	NBC Today Show	7-9A		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	--2----				2	\$650.00				
51	WGAL	09/27/18	09/27/18	NBC Today Show	7-9A		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---2---				2	\$650.00				
52	WGAL	09/29/18	09/29/18	Ryder Cup	Various		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----1-				1	\$600.00				
53	WGAL	09/30/18	09/30/18	Ryder Cup	Various		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----1				1	\$1,000.00				

(* 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.



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

Contract / Revision 1793140 /		Alt Order # 09242305
Contract Dates 09/25/18 - 10/01/18	Product CASEY FOR SENATE	Estimate # 317
Advertiser Casey/D/Senate		Original Date / Revision 09/27/18 / 09/27/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
54	WGAL	09/30/18	09/30/18	MATTER OF FACT	1130P-12A		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----S				1	\$200.00				
55	WGAL	09/28/18	09/28/18	M-F 12-12:30p News	12-12:30p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----F--				1	\$300.00				
Totals								0.00				63	\$42,700.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 - 09/30/18	53	\$34,525.00	(\$5,178.75)	\$29,346.25
10/01/18 - 10/01/18	10	\$8,175.00	(\$1,226.25)	\$6,948.75
Totals	63	\$42,700.00	(\$6,405.00)	\$36,295.00

Signature: _____ Date: _____

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