



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

www.wgal.com

CONTRACT

Contract / Revision 1805623 /		Alt Order # 09295637
Product BARLETTA 4 US SENATE		
Contract Dates 10/26/18 - 10/29/18		Estimate # 349
Advertiser Barletta/R/US Senate		Original Date / Revision 10/26/18 / 10/26/18
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WGAL	Account Executive Mary Tricoli	Sales Office HRP-Philadel
Special Handling		
Demographic Adults 25-54		
Agency Code 9913021	Advertiser Code	Product 1/2 70
Agency Ref		Advertiser Ref

And:

BrabenderCox
 1218 Grandview Avenue
 Pittsburgh, PA 15211

REVISION

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
E 1	WGAL	10/26/18	10/26/18	M-F News 8 at 6a	6-7a		:30				NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	----1--	1			\$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	10/22/18-10/28/18	M-F News 8 at 6a	6-7a	-----F----	:30		\$700.00		NM		
				See MG 1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9									
	2	WGAL	10/29/18-10/29/18	M-F News 8 at 6a	6-7a	M-----	:30		\$700.00		NM		
				MG for 5.1,16.1,2.1,8.1,10.1,11.1,1.1,17.1									
	3	WGAL	10/29/18-10/29/18	NBC Tonight Show	1135p-1235a	M-----	:30		\$350.00		NM		
				MG for 5.1,16.1,2.1,8.1,10.1,11.1,1.1,17.1									
	4	WGAL	10/29/18-10/29/18	NBC Today Show	7-9A	M-----	:30		\$700.00		NM		
				MG for 5.1,16.1,2.1,8.1,10.1,11.1,1.1,17.1									
	5	WGAL	10/29/18-10/29/18	M-F 12-12:30p News	12-12:30p	M-----	:30		\$350.00		NM		
				MG for 5.1,16.1,2.1,8.1,10.1,11.1,1.1,17.1									
	6	WGAL	10/29/18-10/29/18	M-F 5-6p News	5-6p	M-----	:30		\$775.00		NM		
				MG for 5.1,16.1,2.1,8.1,10.1,11.1,1.1,17.1									
	7	WGAL	10/29/18-10/29/18	M-Sun Nightly News	630-730p	M-----	:30		\$1,200.00		NM		
				MG for 5.1,16.1,2.1,8.1,10.1,11.1,1.1,17.1									
	8	WGAL	10/29/18-10/29/18	Entertainment Tonight	7-730p	M-----	:30		\$675.00		NM		
				MG for 5.1,16.1,2.1,8.1,10.1,11.1,1.1,17.1									
	9	WGAL	10/29/18-10/29/18	M-Su News 8 at 11p	11-1135p	M-----	:30		\$850.00		NM		
				MG for 5.1,16.1,2.1,8.1,10.1,11.1,1.1,17.1									
E 2	WGAL	10/26/18	10/26/18	M-Sun Nightly News	630-730p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	----1--	1			\$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	10/22/18-10/28/18	M-Sun Nightly News	630-730p	-----F----	:30		\$1,200.00		NM		
				See MG 1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9									

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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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		Estimate # 349
Advertiser Barletta/R/US Senate		Original Date / Revision 10/26/18 / 10/26/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 3	WGAL	10/27/18	10/27/18	SA 6p News	6-630p		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-				1	\$525.00				
E 4	WGAL	10/28/18	10/28/18	SU 6p News	6-630p		:30				NM	1	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1				1	\$640.00				
E 5	WGAL	10/26/18	10/26/18	Entertainment Tonight	7-730p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--				1	\$675.00				
	<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	10/22/18-10/28/18	Entertainment Tonight	7-730p	-----F----	:30		\$675.00		NM		
	See MG 1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9												
N 6	WGAL	10/26/18	10/26/18	DATELINE	10-11p		:30				NM	3	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--				1	\$1,150.00				
	<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	10/22/18-10/28/18	DATELINE	10-11p	-----F----	:30		\$1,150.00		NM		
	See MG 6.2,6.3,6.4												
	2	WGAL	10/29/18-10/29/18	NBC Today Show	7-9A	M-----	:30		\$700.00		NM		
	Ⓜ MG for 6.1 10/26												
	3	WGAL	10/29/18-10/29/18	NBC Today Show III	10-11a	M-----	:30		\$250.00		NM		
	Ⓜ MG for 6.1 10/26												
	4	WGAL	10/29/18-10/29/18	M-F News 8 at 4:30a	430-5a	M-----	:30		\$200.00		NM		
	Ⓜ MG for 6.1 10/26												
E 7	WGAL	10/27/18	10/27/18	DATELINE	Prime Other		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-				1	\$525.00				
E 8	WGAL	10/26/18	10/26/18	M-Su News 8 at 11p	11-1135p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--				1	\$850.00				
	<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	10/22/18-10/28/18	M-Su News 8 at 11p	11-1135p	-----F----	:30		\$850.00		NM		
	See MG 1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9												
E 9	WGAL	10/27/18	10/27/18	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:		10/22/18	10/28/18	-----1-				1	\$850.00				
E 10	WGAL	10/26/18	10/26/18	NBC Tonight Show	1135p-1235a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--				1	\$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	10/22/18-10/28/18	NBC Tonight Show	1135p-1235a	-----F----	:30		\$350.00		NM		
	See MG 1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9												
E 11	WGAL	10/26/18	10/26/18	NBC Today Show	7-9A		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--				1	\$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	10/22/18-10/28/18	NBC Today Show	7-9A	-----F----	:30		\$700.00		NM		
	See MG 1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9												

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Advertiser Barletta/R/US Senate	Original Date / Revision 10/26/18 / 10/26/18
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 12	WGAL	10/27/18	10/27/18	NBC Saturday Today	7-9a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-				1	\$500.00				
E 13	WGAL	10/27/18	10/27/18	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:		10/22/18	10/28/18	-----1-				1	\$425.00				
E 14	WGAL	10/28/18	10/28/18	NBC Sunday Today	8-9a		:30				NM	1	\$365.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1				1	\$365.00				
E 15	WGAL	10/28/18	10/28/18	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:		10/22/18	10/28/18	-----1				1	\$400.00				
E 16	WGAL	10/26/18	10/26/18	M-F 12-12:30p News	12-12:30p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--				1	\$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	10/22/18-10/28/18	M-F 12-12:30p News	12-12:30p	-----F----	:30		\$350.00		NM		
	See MG 1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9												
E 17	WGAL	10/26/18	10/26/18	M-F 5-6p News	5-6p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--				1	\$775.00				
	<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	10/22/18-10/28/18	M-F 5-6p News	5-6p	-----F----	:30		\$775.00		NM		
	See MG 1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9												
E 18	WGAL	10/26/18	10/26/18	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:		10/22/18	10/28/18	----1--				1	\$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	10/22/18-10/28/18	M-F News 8 at 6p	6-630p	-----F----	:30		\$1,200.00		NM		
	See MG 18.2												
	2	WGAL	10/29/18-10/29/18	M-F News 8 at 6p	6-630p	M-----	:30		\$1,200.00		NM		
	Ⓜ MG for 18.1 10/26												
Totals								0.00				20	\$12,180.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	8	\$4,230.00	(\$634.50)	\$3,595.50
10/29/18 - 10/29/18	12	\$7,950.00	(\$1,192.50)	\$6,757.50
Totals	20	\$12,180.00	(\$1,827.00)	\$10,353.00

Signature: _____ Date: _____

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