



www.wgal.com

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

# CONTRACT

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

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										

(\* 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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Contract / Revision	Alt Order #
1805623 /	09295637

Contract Dates	Product	Estimate #
10/26/18 - 10/29/18	BARLETTA 4 US SENATE	349

Advertiser	Original Date / Revision
Barletta/R/US Senate	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		<del>\$675.00</del>		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		<del>\$1,150.00</del>		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		<del>\$850.00</del>		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		<del>\$350.00</del>		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		<del>\$700.00</del>		NM		
	See MG 1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9												

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Barletta/R/US Senate	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 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		<del>\$350.00</del>		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		<del>\$775.00</del>		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		<del>\$1,200.00</del>		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
<b>Totals</b>	<b>20</b>	<b>\$12,180.00</b>	<b>(\$1,827.00)</b>	<b>\$10,353.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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