

CONTRACT



WTVD
411 Liberty St
Durham, NC 27701
(919) 683-1111

<u>Contract / Revision</u> 146792 / 1		<u>Alt Order #</u> WOC10459565
<u>Product</u> THE PAT MCCRORY COMMITTEE (CS)		
<u>Contract Dates</u> 09/26/16 - 10/02/16	<u>Estimate #</u> 4507	
<u>Advertiser</u> Pat McCrory Committee (The)		<u>Original Date / Revision</u> 09/02/16 / 09/15/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTVD	<u>Account Executive</u> Anne Clifford	<u>Sales Office</u> Philadelphia NT
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

357312

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	09/26/16	09/30/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				3	\$800.00				
2	WTVD	09/26/16	09/30/16	Eyewitness News @ 4pm	4:00 PM-5:00 PM		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				5	\$600.00				
3	WTVD	10/01/16	10/01/16	Eyewitness News Sat @ 7pm	7:00 PM-7:30 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----S-				1	\$600.00				
4	WTVD	10/02/16	10/02/16	Eyewitness News Sun @ 6pm	6:00 PM-6:30 PM		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----S				1	\$850.00				
5	WTVD	09/26/16	09/30/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				5	\$1,000.00				
6	WTVD	09/26/16	09/30/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				5	\$1,300.00				
7	WTVD	09/26/16	09/30/16	Rachael Ray	10:00 AM-11:00 AM		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				2	\$125.00				
8	WTVD	09/26/16	09/30/16	General Hospital	3:00 PM-4:00 PM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				2	\$450.00				
9	WTVD	09/26/16	09/30/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	MTWTF--				5	\$1,100.00				
10	WTVD	09/26/16	09/26/16	Dancing With The Stars	8p-9p		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	M-----				1	\$4,500.00				
12	WTVD	09/28/16	09/28/16	Modern Family/Blackish	9:00 PM-10:00 PM		:30				NM	1	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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

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



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<u>Advertiser</u> Pat McCrory Committee (<u>Estimate #</u> 4507
		<u>Original Date / Revision</u> 09/02/16 / 09/15/16

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	--W----				1	\$10,400.00				
13	WTVD	10/01/16	10/01/16	Prime College Footbal	8:00 PM-11:30 PM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----S-				1	\$1,500.00				
14	WTVD	10/02/16	10/02/16	America's Funniest Home Vid	7:00 PM-8:00 PM		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----S				1	\$2,800.00				
16	WTVD	10/01/16	10/01/16	Eyewitness News Sat 730p	7:30 PM-8:00 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-----S-				1	\$500.00				
Totals								0.00				34	\$44,700.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/02/16	34	\$44,700.00	(\$6,705.00)	\$37,995.00
Totals	34	\$44,700.00	(\$6,705.00)	\$37,995.00

Signature: _____ **Date:** _____

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