

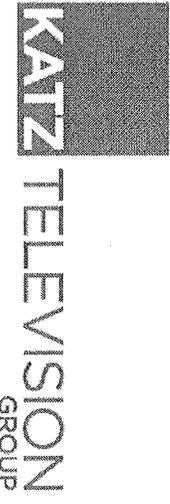
125 West 55th St
New York, NY 10019

Contract # 25282167 Changes as of: 9/9/2016 at 9:31 AM Version: Current State Version 3

CPE: 46/56/3687 Flight: 9/9/16 - 9/15/16 Station: WFLA Total \$: \$3,800.00
 Agency: MENTZER MEDIA Advertiser: JOLLY - FL CD-13 Market: Tampa-St. Petersburg Total Spots: 6
 SERVIC 210 W. Pennsylvania Product: FRIENDS OF DAVID Office: WASHINGTON Total CPP: \$527.78
 Avenue Suite 250 JOLLY Total GRP: 7.2
 Towson, MD 21204 Agency Order #: 5374678 Buyer: David, Brady Salesperson: CHRISTIAN CAMBEIRO Con Type: POLITICAL/VOTE Assistant: CHRISTIAN CAMBEIRO Separation:

Comments: SEE LN 4 FOR REV RATE FROM LN 2 - W/O 9/12 LVL 2 IS \$1400
 SEE LN 5 FOR ADD 1X
 TTL REMAINS \$3800
 PLS CF - THANKS

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/9 - 9/15							Total Spots	Total \$	CPP	GRP
							9/9	9/10	9/11	9/12	9/13	9/14	9/15				
1	F-M-Th 6a-7a		NC3 TODAY@6AM	\$300.00	1.7	30	0	0	0	1	0	0	1	2	\$600.00	\$176.47	3.4
LVL 3																	
2	F-M-Th 7a-9a		TODAY SHW	\$1,500.00	2.3	30	1	0	0	0	0	0	0	1	\$1,500.00	\$652.17	2.3
LVL 2																	
3	Su 8a-9a		SUN TODAY-NBC	\$200.00	1.5	30	0	0	1	0	0	0	0	1	\$200.00	\$133.33	1.5
LVL 3																	
4	M-Th 7a-9a		TODAY SHOW	\$1,400.00	0.0	30	0	0	0	0	1	0	0	1	\$1,400.00	\$0.00	0.0
REV TO LVL 2 FOR W/O 9/12																	
5	M-Th 5a-5:30a		NEWS	\$100.00	0.0	30	0	0	0	0	0	1	0	1	\$100.00	\$0.00	0.0
ADD																	
TOTALS:													6	\$3,800.00	\$527.78	7.2	



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New York, NY 10019

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Agency: MENTZER MEDIA **Advertiser:** JOLLY - FL CD-13 **Market:** Tampa-St. Petersburg **Total Spots:** 6
SERVIC **Product:** FRIENDS OF DAVID **Office:** WASHINGTON **Total CPP:** \$527.78
 210 W. Pennsylvania **JOLLY** **Primary Demo:** Adults 35+ **Total GRP:** 7.2
 Avenue **Agency Order #:** 5374678 **Con Type:** POLITICAL/VOTE **Separation:**
 Suite 250 **Buyer:** David, Brady **Assistant:** CHRISTIAN CAMBEIRO 202-955-5342
 Towson, MD 21204 **Salesperson:** CHRISTIAN CAMBEIRO 202-955-5342

Order Level Comments

Date/Time	Added by	Comment
09/09/16 9:26 AM	CHRISTIAN CAMBEIRO	SEE LN 4 FOR REV RATE FROM LN 2 - W/O 9/12 LVL 2 IS \$1400 SEE LN 5 FOR ADD 1X TTL REMAINS: \$3800 PLS CF - THANKS
09/08/16 11:16 AM	CHRISTIAN CAMBEIRO	NEW POLITICAL ORDER - PLS CF - THANKS
09/08/16 11:16 AM	CHRISTIAN CAMBEIRO	NEW POLITICAL ORDER - PLS CF - THANKS

Competitive Information

Market Budget:	\$14,615
WFLA Share:	26%
Comment:	ACG
WFS:	30%
WTSP:	8%
WTVT:	36%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	6	\$3,800.00	\$527.78	7.2
Total	100%	6	\$3,800.00	\$527.78	7.2

Monthly Summary

Month	Spots	Dollars
2016-Sep	6	\$3,800.00
Total	6	\$3,800.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	9/9/16 9:26 AM	CHRISTIAN CAMBEIRO	Confirmed	1		\$0	\$3,800.00	Changes: Total Spots from 5 to 6, Total GRPs from 9.5 to 7.2, Total CPP from \$400.00 to \$527.78, Comments from NEW POLITICAL ORDER - PLS CF - THANKS to SEE LN 4 FOR REV RATE FROM LN 2 - W/O 9/12 LVL 2 IS \$1400 SEE LN 5 FOR ADD 1X TTL REMAINS: \$3800 PLS CF - THANKS. 3 buylines added or modified.
Queued for Electronic Contracting	9/8/16 11:30 AM					\$0	\$0	Changes: Calculated Dollars from \$2,200.00 to \$3,800.00, Total CPP from \$231.58 to \$400.00, Competitive Market Budget from \$8,462 to \$14,615, Comments from Separation: 30 to NEW POLITICAL ORDER - PLS CF - THANKS, User Entered \$ from \$0.00 to \$3,800.00, Product from 4DQOL to FRIENDS OF DAVID JOLLY, Total \$ from \$2,200.00 to \$3,800.00, 3 buylines added or modified.
Revision	9/8/16 11:16 AM	CHRISTIAN CAMBEIRO	Confirmed			\$1,600.00	\$3,800.00	
New	9/8/16 11:14 AM	CHRISTIAN CAMBEIRO	New	5		\$2,200.00	\$2,200.00	

Non-Discrimination Policy
 PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

CONTRACT



WFLA
 200 S. Parker Street
 Tampa, FL 33606
 (813) 221-5771

<u>Contract / Revision</u> 929814 /		<u>Alt Order #</u> 25282167
<u>Product</u> FRIENDS OF DAVID JOL		
<u>Contract Dates</u> 09/09/16 - 09/15/16		<u>Estimate #</u> 3687
<u>Advertiser</u> POL/David Jolly(R) Congress		<u>Original Date / Revision</u> 09/08/16 / 09/09/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFLA	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9912736	<u>Advertiser Code</u> 46	<u>Product 1/2</u> 56
<u>Agency Ref</u> IN2570/SP271/TO1326		<u>Advertiser Ref</u>

And:

Mentzer Media Services
 600 Fairmount Avenue
 Suite 600
 Towson, MD 21286
 USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	09/12/16	09/12/16	Local News @ 6a	558-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	M-----				1	\$300.00				
N 2	WFLA	09/15/16	09/15/16	Local News @ 6a	558-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	---T---				1	\$300.00				
N 3	WFLA	09/09/16	09/09/16	Today Show	657-9a		: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:		09/05/16	09/11/16	----F--				1	\$1,500.00				
N 4	WFLA	09/13/16	09/13/16	Today Show	657-9a		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	-T-----				1	\$1,400.00				
N 5	WFLA	09/11/16	09/11/16	Today Show Su	8-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-----S				1	\$200.00				
N 6	WFLA	09/14/16	09/14/16	Local News @ 5a	5-530a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	--W----				1	\$100.00				
Totals											0.00	6	\$3,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/15/16	6	\$3,800.00	(\$570.00)	\$3,230.00
Totals	6	\$3,800.00	(\$570.00)	\$3,230.00

Signature: _____ **Date:** _____

(* 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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