

# CONTRACT



**WTAP**  
**One Television Plaza**  
**Parkersburg, WV 26101**  
**(304) 485-4588**

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

<u>Contract / Revision</u> 58607 /		<u>Alt Order #</u>
<u>Product</u> POLITICAL CANDIDATE		
<u>Contract Dates</u> 08/20/14 - 08/31/14		<u>Estimate #</u> 3858
<u>Advertiser</u> Kasich/Gov/OH/R		<u>Original Date / Revision</u> 08/18/14 / 08/18/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTAP	<u>Account Executive</u> Charlie Boush	<u>Sales Office</u> Parkersburg Re
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 2519	<u>Advertiser Ref</u> 31954	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTAP	08/20/14	08/22/14	Early Daybreak @ 530a	530a-6a		:30			NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	--111--				3	\$30.00			
N 2	WTAP	08/26/14	08/28/14	Early Daybreak @ 530a	530a-6a		:30			NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/25/14	08/31/14	-1-1---				2	\$30.00			
N 3	WTAP	08/20/14	08/20/14	Today Show	7a-9a		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	--1----				1	\$85.00			
N 4	WTAP	08/25/14	08/29/14	Today Show	7a-9a		:30			NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/25/14	08/31/14	1-1-1--				3	\$85.00			
N 5	WTAP	08/29/14	08/29/14	Today Show II	10a-11a		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/25/14	08/31/14	----1--				1	\$30.00			
N 6	WTAP	08/21/14	08/22/14	WTAP News @ Noon	12p-1230p		:30			NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	---11--				2	\$80.00			
N 7	WTAP	08/25/14	08/29/14	WTAP News @ Noon	12p-1230p		:30			NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/25/14	08/31/14	1--1---				2	\$80.00			
N 8	WTAP	08/20/14	08/22/14	Days of Our Lives	1p-2p		:30			NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	--1-1--				2	\$55.00			
N 9	WTAP	08/25/14	08/28/14	Days of Our Lives	1p-2p		:30			NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/25/14	08/31/14	1--1---				2	\$55.00			
N 10	WTAP	08/20/14	08/22/14	News @ 5p M-F	5p-530p		:30			NM	3	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	--111--				3	\$95.00			
N 11	WTAP	08/25/14	08/28/14	News @ 5p M-F	5p-530p		:30			NM	4	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/25/14	08/31/14	1111---				4	\$95.00			
N 12	WTAP	08/20/14	08/22/14	News @ 6p M-F	6p-630p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	--111--				3	\$275.00			

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

This Agreement is subject to the Standard Terms & Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising)



**WTAP**  
**One Television Plaza**  
**Parkersburg, WV 26101**  
**(304) 485-4588**

<u>Contract / Revision</u> 58607 /	<u>Alt Order #</u>
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<u>Contract Dates</u> 08/20/14 - 08/31/14	<u>Product</u> POLITICAL CANDIDATE	<u>Estimate #</u> 3858
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<u>Advertiser</u> Kasich/Gov/OH/R	<u>Original Date / Revision</u> 08/18/14 / 08/18/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 13	WTAP	08/25/14	08/27/14	News @ 6p M-F	6p-630p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/25/14	08/31/14	1-1----				2	\$275.00			
N 14	WTAP	08/20/14	08/20/14	News @ 11p M-F	11p-1135p		:30			NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	--1----				1	\$285.00			
N 15	WTAP	08/25/14	08/26/14	News @ 11p M-F	11p-1135p		:30			NM	2	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/25/14	08/31/14	11-----				2	\$285.00			
N 16	WTAP	08/21/14	08/22/14	Wheel of Fortune M-F	7p-730p		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	---11--				2	\$90.00			
N 17	WTAP	08/20/14	08/20/14	Jeopardy M-F	730p-8p		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	--1----				1	\$90.00			
N 18	WTAP	08/26/14	08/27/14	Jeopardy M-F	730p-8p		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/25/14	08/31/14	-11----				2	\$90.00			
N 19	WTAP	08/23/14	08/23/14	News @ 6p Sa	6p-630p		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	-----1-				1	\$95.00			
N 20	WTAP	08/24/14	08/31/14	News @ 11p Su	11p-1130p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/18/14	08/24/14	-----1				1	\$200.00			
Week:		08/25/14	08/31/14	-----1				1	\$200.00			
<b>Totals</b>											<b>41</b>	<b>\$4,900.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/28/14 - 08/31/14	41	\$4,900.00	(\$735.00)	\$4,165.00
<b>Totals</b>	<b>41</b>	<b>\$4,900.00</b>	<b>(\$735.00)</b>	<b>\$4,165.00</b>

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