

CONTRACT

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

<u>Contract / Revision</u> 54926 /		<u>Alt Order #</u>
<u>Product</u> POLITICAL CANDIDATE		
<u>Contract Dates</u> 08/07/14 - 08/18/14		<u>Estimate #</u> 3828
<u>Advertiser</u> Kasich/Gov/OH/R		<u>Original Date / Revision</u> 08/06/14 / 08/13/14
<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 Rep
<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

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTAP	08/07/14	08/14/14	Today Show	7a-9a		1:00			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/04/14	08/10/14	---1---				1	\$170.00			
	Week:	08/11/14	08/17/14	-----				0	\$0.00			
N 2	WTAP	08/14/14	08/15/14	Today Show II	10a-11a		:30			NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/11/14	08/17/14	---11--				2	\$30.00			
N 3	WTAP	08/07/14	08/07/14	WTAP News @ Noon	12p-1230p		1:00			NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/04/14	08/10/14	---1---				1	\$160.00			
N 4	WTAP	08/08/14	08/08/14	News @ 5p M-F	5p-530p		1:00			NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/04/14	08/10/14	----1--				1	\$190.00			
N 5	WTAP	08/12/14	08/13/14	News @ 5p M-F	5p-530p		1:00			NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/11/14	08/17/14	-11----				2	\$190.00			
N 6	WTAP	08/15/14	08/18/14	News @ 5p M-F	5p-530p		:30			NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/11/14	08/17/14	----1--				1	\$95.00			
	Week:	08/18/14	08/24/14	1-----				1	\$95.00			
N 7	WTAP	08/07/14	08/08/14	News @ 6p M-F	6p-630p		1:00			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/04/14	08/10/14	---11--				2	\$550.00			
N 8	WTAP	08/11/14	08/12/14	News @ 6p M-F	6p-630p		1:00			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/11/14	08/17/14	11-----				2	\$550.00			
N 9	WTAP	08/07/14	08/08/14	News @ 11p M-F	11p-1135p		1:00			NM	2	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/04/14	08/10/14	---11--				2	\$570.00			
N 10	WTAP	08/11/14	08/12/14	News @ 11p M-F	11p-1135p		1:00			NM	2	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/11/14	08/17/14	11-----				2	\$570.00			
N 11	WTAP	08/09/14	08/09/14	News @ 6p Sa	6p-630p		1:00			NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/04/14	08/10/14	-----1-				1	\$190.00			
N 12	WTAP	08/10/14	08/17/14	News @ 11p Su	11p-1130p		1:00			NM	1	\$400.00

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

This Agreement is subject to the Standard Terms & Conditions available at www.gray.tv/advertising



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54926 /	

Contract Dates	Product	Estimate #
08/07/14 - 08/18/14	POLITICAL CANDIDATE	3828

Advertiser	Original Date / Revision
Kasich/Gov/OH/R	08/06/14 / 08/13/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/04/14	08/10/14	-----1				1	\$400.00			
Week:		08/11/14	08/17/14	-----				0	\$0.00			
N 13	WTAP	08/07/14	08/08/14	Early Daybreak @ 530a	530a-6a		1:00			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/04/14	08/10/14	---11--				2	\$60.00			
N 14	WTAP	08/11/14	08/13/14	Early Daybreak @ 530a	530a-6a		1:00			NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/14	08/17/14	111----				3	\$60.00			
N 15	WTAP	08/08/14	08/08/14	Today Show	7a-9a		1:00			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/04/14	08/10/14	----1--				1	\$170.00			
N 16	WTAP	08/07/14	08/07/14	News @ 5p M-F	5p-530p		1:00			NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/04/14	08/10/14	---1---				1	\$190.00			
N 17	WTAP	08/13/14	08/13/14	News @ 6p M-F	6p-630p		1:00			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/14	08/17/14	--1----				1	\$550.00			
N 18	WTAP	08/17/14	08/17/14	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:		08/11/14	08/17/14	-----2				2	\$200.00			
N 19	WTAP	08/14/14	08/15/14	Today Show	7a-9a		:30			NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/14	08/17/14	---11--				2	\$85.00			
Totals											31	\$8,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/28/14 - 08/18/14	31	\$8,000.00	(\$1,200.00)	\$6,800.00
Totals	31	\$8,000.00	(\$1,200.00)	\$6,800.00

Signature: _____ **Date:** _____

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