CONTRACT

WLFI
2605 Yeager Road
West Lafayette, IN 47906
(765) 463-1800

And:

Waterfront Strategies
3050 K Street Northwest
Washington, DC 20007
USA

Contract / Revision	Alt Order #
1047456 /	26032557

Product
Issue

Contract Dates	Estimate #
10/23/18 - 10/29/18	**6516**

Advertiser	Original Date / Revision
POL/Senate Majority PAC	10/23/18 / 10/23/18

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WLFI	Katz Washington	Katz/Washingto

Special Handling

Demographic
Adults 35+

Agy Code	Advertiser Code	Product 1/2
9914573	163	173

Agency Ref	Advertiser Ref
IN14921	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	WLFI	10/23/18	10/29/18	NC 18 5-6a Early Edition	M-F 5a-6a		:30				NM	8	$440.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						
Week:		10/23/18	10/29/18	MTWTF--	8		$55.00						
2	WLFI	10/23/18	10/29/18	NC 18 6-7a This Morning	M-F 6a-7a		:30				NM	8	$1,200.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						
Week:		10/23/18	10/29/18	MTWTF--	8		$150.00						
3	WLFI	10/23/18	10/29/18	The Early Show	M-F 7a-9a		:30				NM	9	$720.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						
Week:		10/23/18	10/29/18	MTWTF--	9		$80.00						
4	WLFI	10/27/18	10/27/18	The Early Show Sa	Sa 9a-11a		:30				NM	1	$60.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						
Week:		10/22/18	10/28/18	-----S-	1		$60.00						
5	WLFI	10/27/18	10/27/18	The Early Show Sa	Sa 9a-11a		:30				NM	1	$60.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						
Week:		10/22/18	10/28/18	-----S-	1		$60.00						
6	WLFI	10/28/18	10/28/18	CBS Sunday Morning	Su 9a-1030a		:30				NM	1	$125.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						
Week:		10/22/18	10/28/18	------S	1		$125.00						
7	WLFI	10/28/18	10/28/18	Face The Nation	Su 1030a-1130a		:30				NM	1	$65.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						
Week:		10/22/18	10/28/18	------S	1		$65.00						
8	WLFI	10/23/18	10/29/18	News Chan 18 @ 5p	M-F 5p-530p		:30				NM	4	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						
Week:		10/23/18	10/29/18	MTWTF--	4		$250.00						
9	WLFI	10/23/18	10/29/18	News Chan 18 @ 6p	M-F 6p-630p		:30				NM	4	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						
Week:		10/23/18	10/29/18	MTWTF--	4		$350.00						
10	WLFI	10/23/18	10/29/18	CBS Evening News M-Su	M-Su 630-7p		:30				NM	5	$1,750.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						
Week:		10/23/18	10/29/18	MTWTF--	5		$350.00						
11	WLFI	10/28/18	10/28/18	SU Early News @ 6p	Su 6p-630		:30				NM	0	$0.00
		Start Date	End Date	Weekdays	Spots/Week		Rate						

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1047456 /	26032557

Contract Dates	Product	Estimate #
10/23/18 - 10/29/18	Issue	**6516**

Advertiser	Original Date / Revision
POL/Senate Majority PAC	10/23/18 / 10/23/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
Week:		Start Date 10/22/18	End Date 10/28/18	Weekdays ------S	Spots/Week 1		Rate $150.00						
Spot 1	Ch WLFI	Date Range 10/22/18-10/28/18		Description SU Early News @ 6p	Start/End Time Su 6p-630	Weekdays ---------Su	Length :30		Rate ~~$150.00~~		Type NM		
Credited													
12	WLFI	10/28/18	10/28/18	CBS Evening News M-Su	M-Su 630-7p		:30				NM	0	$0.00
Week:		Start Date 10/22/18	End Date 10/28/18	Weekdays ------S	Spots/Week 1		Rate $300.00						
Spot 1	Ch WLFI	Date Range 10/22/18-10/28/18		Description CBS Evening News M-Su	Start/End Time M-Su 630-7p	Weekdays ---------Su	Length :30		Rate ~~$300.00~~		Type NM		
Credited													
13	WLFI	10/23/18	10/29/18	LN M-F @ 11p	M-F 11p-1135p		:30				NM	5	$1,000.00
Week:		Start Date 10/23/18	End Date 10/29/18	Weekdays MTWTF--	Spots/Week 5		Rate $200.00						
14	WLFI	10/27/18	10/27/18	Sa Late News @ 11p	Sa 11p-1135p		:30				NM	1	$175.00
Week:		Start Date 10/22/18	End Date 10/28/18	Weekdays -----S-	Spots/Week 1		Rate $175.00						
15	WLFI	10/28/18	10/28/18	Su Late News @ 11p	Su 11p-1135p		:30				NM	1	$175.00
Week:		Start Date 10/22/18	End Date 10/28/18	Weekdays ------S	Spots/Week 1		Rate $175.00						
16	WLFI	10/23/18	10/29/18	M-F 9a-10a	M-F 9a-10a		:30				NM	5	$300.00
Week:		Start Date 10/23/18	End Date 10/29/18	Weekdays MTWTF--	Spots/Week 5		Rate $60.00						
17	WLFI	10/23/18	10/29/18	M-F 10a-11a	M-F 10a-11a		:30				NM	5	$425.00
Week:		Start Date 10/23/18	End Date 10/29/18	Weekdays MTWTF--	Spots/Week 5		Rate $85.00						
18	WLFI	10/23/18	10/29/18	M-F 11a-12p	M-F 11a-12p		:30				NM	5	$500.00
Week:		Start Date 10/23/18	End Date 10/29/18	Weekdays MTWTF--	Spots/Week 5		Rate $100.00						
19	WLFI	10/23/18	10/29/18	News Chan 18 @ Noon	M-F 12p-1230p		:30				NM	1	$175.00
Week:		Start Date 10/23/18	End Date 10/29/18	Weekdays MTWTF--	Spots/Week 1		Rate $175.00						
20	WLFI	10/23/18	10/29/18	Daytime Afternoon Rotator	M-F 1230p-2p		:30				NM	1	$50.00
Week:		Start Date 10/23/18	End Date 10/29/18	Weekdays MTWTF--	Spots/Week 1		Rate $50.00						
21	WLFI	10/23/18	10/29/18	M-F 2p-3p	M-F 2p-3p		:30				NM	1	$40.00
Week:		Start Date 10/23/18	End Date 10/29/18	Weekdays MTWTF--	Spots/Week 1		Rate $40.00						
22	WLFI	10/23/18	10/29/18	M-F 7p-730p Wheel Of Fort	M-F 7p-730p Whee		:30				NM	5	$1,500.00
Week:		Start Date 10/23/18	End Date 10/29/18	Weekdays MTWTF--	Spots/Week 5		Rate $300.00						
23	WLFI	10/23/18	10/29/18	Jeopardy	M-F 730p-8p Jeopa		:30				NM	5	$1,500.00
Week:		Start Date 10/23/18	End Date 10/29/18	Weekdays MTWTF--	Spots/Week 5		Rate $300.00						
24	WLFI	10/27/18	10/27/18	Sa 7p-8p	Sa 7p-8p		:30				NM	1	$125.00
Week:		Start Date 10/22/18	End Date 10/28/18	Weekdays -----S-	Spots/Week 1		Rate $125.00						
25	WLFI	10/29/18	10/29/18	Monday Prime Hour 1	M 8-9p		:30				NM	1	$550.00
Week:		Start Date 10/29/18	End Date 11/04/18	Weekdays M------	Spots/Week 1		Rate $550.00						

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Advertiser	Original Date / Revision
POL/Senate Majority PAC	10/23/18 / 10/23/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate								
26	WLFI	10/29/18	10/29/18	Monday Prime Hour 2	M 9-10p		:30				NM	1	$450.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/18	11/04/18	M------	1	$450.00								
27	WLFI	10/29/18	10/29/18	Monday Prime Hour 3	M 10p-11p		:30				NM	0	$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/18	11/04/18	M------	1	$400.00								
Spot	Ch	Date Range	Description	Start/End Time	Weekdays		Length		Rate		Type		
1	*WLFI*	*10/29/18-11/04/18*	*Monday Prime Hour 3*	*M 10p-11p*	M----------		*:30*		~~*$400.00*~~		*NM*		
	Credited												
28	WLFI	10/23/18	10/23/18	Tuesday Prime Hour 1	Tu 8p-9p		:30				NM	1	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-T-----	1	$800.00								
29	WLFI	10/23/18	10/23/18	Tuesday Prime Hour 2	Tu 9p-10p		:30				NM	0	$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-T-----	1	$750.00								
Spot	Ch	Date Range	Description	Start/End Time	Weekdays		Length		Rate		Type		
1	*WLFI*	*10/22/18-10/28/18*	*Tuesday Prime Hour 2*	*Tu 9p-10p*	-Tu-------		*:30*		~~*$750.00*~~		*NM*		
	Credited												
30	WLFI	10/23/18	10/23/18	Tuesday Prime Hour 3	Tu 10p-11p		:30				NM	1	$450.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-T-----	1	$450.00								
31	WLFI	10/24/18	10/24/18	Wednesday Prime Hour 1	Wed 8p-9p		:30				NM	1	$850.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	--W----	1	$850.00								
32	WLFI	10/24/18	10/24/18	Wednesday Prime Hour 2	W 9p-10p		:30				NM	1	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	--W----	1	$750.00								
33	WLFI	10/24/18	10/24/18	Wednesday Prime Hour 3	W 10p-11p		:30				NM	1	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	--W----	1	$400.00								
34	WLFI	10/25/18	10/25/18	Thursday Prime Hour 1	Th 8p-9p		:30				NM	1	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	---T---	1	$1,000.00								
35	WLFI	10/25/18	10/25/18	Thursday Prime Hour 2	Th 9p-10p		:30				NM	1	$700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	---T---	1	$700.00								
36	WLFI	10/25/18	10/25/18	Thursday Prime Hour 3	Th 10p-11p		:30				NM	1	$375.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	---T---	1	$375.00								
37	WLFI	10/26/18	10/26/18	Friday Prime Hour 2	F 9p-10p		:30				NM	1	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	----F--	1	$400.00								
38	WLFI	10/26/18	10/26/18	Friday Prime Hour 3	F 10p-11p		:30				NM	1	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	----F--	1	$750.00								
39	WLFI	10/27/18	10/27/18	Saturday Prime Hour 1	Sa 8p-9p		:30				NM	0	$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-----S-	1	$125.00								
Spot	Ch	Date Range	Description	Start/End Time	Weekdays		Length		Rate		Type		
1	*WLFI*	*10/22/18-10/28/18*	*Saturday Prime Hour 1*	*Sa 8p-9p*	-------Sa--		*:30*		~~*$125.00*~~		*NM*		
	Credited												

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POL/Senate Majority PAC	10/23/18 / 10/23/18

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40	WLFI	10/27/18	10/27/18	Saturday Prime Hour 3	Sa 10p-11p		:30				NM	0	$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-----S-	1	$200.00								
Spot	Ch	Date Range	Description		Start/End Time	Weekdays	Length		Rate		Type		
1	*WLFI*	*10/22/18-10/28/18*	*Saturday Prime Hour 3*		*Sa 10p-11p*	-------Sa--	*:30*		*~~$200.00~~*		*NM*		
	Credited												
41	WLFI	10/28/18	10/28/18	Sunday Prime Hour 1	Su 7p-8p		:30				NM	1	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	------S	1	$1,000.00								
42	WLFI	10/28/18	10/28/18	Sunday Prime Hour 2	Su 8p-9p		:30				NM	1	$450.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	------S	1	$450.00								
43	WLFI	10/28/18	10/28/18	Sunday Prime Hour 3	Su 9p-10p		:30				NM	1	$575.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	------S	1	$575.00								
44	WLFI	10/28/18	10/28/18	Sunday Prime Hour 4	Su 10p-11p		:30				NM	1	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	------S	1	$400.00								
45	WLFI	10/28/18	10/28/18	CBS NFL Regular Football	CBS NFL Regular I		:30				NM	0	$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	------S	1	$800.00								
Spot	Ch	Date Range	Description		Start/End Time	Weekdays	Length		Rate		Type		
1	*WLFI*	*10/22/18-10/28/18*	*CBS NFL Regular Football*		*CBS NFL Regular*	---------Su	*:30*		*~~$800.00~~*		*NM*		
	Credited												
46	WLFI	10/23/18	10/29/18	M-F 3p-4p	M-F 3p-4p		:30				NM	5	$325.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/23/18	10/29/18	MTWTF--	5	$65.00								
47	WLFI	10/23/18	10/29/18	M-F 4p-5p Ellen	M-F 4p-5p Ellen		:30				NM	5	$375.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/23/18	10/29/18	MTWTF--	5	$75.00								
48	WLFI	10/23/18	10/29/18	M-F 530p-6p Inside Editio	M-F 530p-6p INside		:30				NM	4	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/23/18	10/29/18	MTWTF--	4	$250.00								
49	WLFI	10/23/18	10/29/18	Late Show/Stephen Colbert	M-F 1135p-1237x		:30				NM	4	$340.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/23/18	10/29/18	MTWTF--	4	$85.00								
50	WLFI	10/27/18	10/27/18	Impractical Jokers A	Sa 1135p-1205xm		:30				NM	1	$45.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-----S-	1	$45.00								
51	WLFI	10/23/18	10/23/18	Tuesday Prime Hour 2	Tu 9p-10p		:30				NM	1	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-T-----	1	$750.00								
52	WLFI	10/27/18	10/27/18	College Football	College Football		:30				NM	1	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-----S-	1	$300.00								
53	WLFI	10/29/18	10/29/18	Monday Prime Hour 3	M 10p-11p		:30				NM	1	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/18	11/04/18	M------	1	$400.00								
54	WLFI	10/28/18	10/28/18	Reg Season Colts (LIT)	Reg Season Colts (		:30				NM	1	$1,015.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								

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	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	- - - - - - S	1	$1,015.00								
55	WLFI	10/28/18	10/28/18	NFL Today	NFL Today		:30				NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	- - - - - - S	1	$250.00								
56	WLFI	10/23/18	10/28/18	M-F 137xm-207xm	M-F 137xm-207xm		:30				NM	1	$10.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	- T W T F - -	1	$10.00								
N 57	WLFI	10/27/18	10/27/18	CBS SEC Football	CBS SEC Football		:30				NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	- - - - - S -	1	$250.00								
						Totals		0.00				120	$27,745.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 -10/28/18	97	$23,365.00	($3,504.75)	$19,860.25
10/29/18 -10/29/18	23	$4,380.00	($657.00)	$3,723.00
Totals	120	$27,745.00	($4,161.75)	$23,583.25

Signature: _____ **Date:** _____

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