



WTVZ Norfolk  
900 Granby St  
Norfolk, VA 23510

Strategic Media Services  
1911 N Ft Myer Dr  
Ste 400  
Arlington, VA 22209

## Contract # 3079678

### Schedule Dates

10/27/17-11/01/17

### Advertiser

Heather Cordasco for VA-R (119993)

### Agency

Strategic Media Services (8287)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

296/380/3259 (971995)

### Salesperson

Millennium/DC, Washington DC (1108)

### Sales Office

Millennium Washington DC

### Buyer Name

Ben, Rheault,

### Phone/Fax

/

### CPE

296/380/3259

### Account Types

National/Political Candidate Agency BRD

### Billing Type

Weekly/Irregular

### Comments

Candidate

Date Entered 10/26/17  
Last Modified 10/26/17  
Entered By Leslie Erb  
CO-OP No  
Headline # ECR25776721  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$519.75  
Net Total \$2,945.25  
Sales Tax

### Norfolk (WTVZ)

By Broadcast Month	Spots	Rate
Oct. 2017	6	\$465.00
Nov. 2017	23	\$3,000.00
<b>Grand Total:</b>	<b>29</b>	<b>\$3,465.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/27/17-10/27/17	4	:30	4P- 5P (EST)						1			1	\$40.00	\$40.00	Norfolk (WTVZ)	Various	10/26/17
2.0	Normal Line / SPOT (1)	10/30/17-11/01/17	4	:30	4P- 5P (EST)		1	1	1					3	\$40.00	\$120.00	Norfolk (WTVZ)	Various	10/26/17
3.0	Normal Line / SPOT (2)	10/27/17-10/27/17	4	:30	6P- 6:30P (EST)						1			1	\$150.00	\$150.00	Norfolk (WTVZ)	Big Bang Theory	10/26/17
4.0	Normal Line / SPOT (2)	10/30/17-11/01/17	4	:30	6P- 6:30P (EST)		1	1	1					3	\$150.00	\$450.00	Norfolk (WTVZ)	Big Bang Theory	10/26/17
5.0	Normal Line / SPOT (3)	10/27/17-10/27/17	4	:30	6:30P- 7P (EST)						1			1	\$150.00	\$150.00	Norfolk (WTVZ)	Big Bang Theory	10/26/17
6.0	Normal Line / SPOT (3)	10/30/17-10/31/17	4	:30	6:30P- 7P (EST)		1	1						2	\$150.00	\$300.00	Norfolk (WTVZ)	Big Bang Theory	10/26/17
7.0	Normal Line / SPOT (4)	10/30/17-11/01/17	3	:30	7P- 7:30P (EST)		1	1	1					3	\$275.00	\$825.00	Norfolk (WTVZ)	Family Feud	10/26/17
8.0	Normal Line / SPOT (5)	10/30/17-11/01/17	3	:30	7:30P- 8P (EST)		1	1	1					3	\$275.00	\$825.00	Norfolk (WTVZ)	Family Feud	10/26/17
9.0	Normal Line / SPOT (6)	10/27/17-10/27/17	3	:30	11P- 11:30P (EST)						1			1	\$65.00	\$65.00	Norfolk (WTVZ)	Mike & Molly	10/26/17
10.0	Normal Line / SPOT (6)	10/30/17-11/01/17	3	:30	11P- 11:30P (EST)		1	1	1					3	\$65.00	\$195.00	Norfolk (WTVZ)	Mike & Molly	10/26/17
11.0	Normal Line / SPOT (7)	10/30/17-11/01/17	3	:30	11:30P- 12A (EST)		1	1	1					3	\$65.00	\$195.00	Norfolk (WTVZ)	Mike & Molly	10/26/17
12.0	Normal Line / SPOT (8)	10/27/17-10/27/17	3	:30	12:30A- 1A (EST)						1			1	\$30.00	\$30.00	Norfolk (WTVZ)	Modern Family	10/26/17
13.0	Normal Line / SPOT (9)	10/28/17-10/28/17	4	:30	5:30P- 6P (EST)							1		1	\$30.00	\$30.00	Norfolk (WTVZ)	Two & Half Men	10/26/17
14.0	Normal Line / SPOT (8)	10/30/17-11/01/17	3	:30	12:30A- 1A (EST)		1	1	1					3	\$30.00	\$90.00	Norfolk (WTVZ)	Modern Family	10/26/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

10.26.17

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

C# 3079678 KE CF 10/20



KATZ TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

**Contract #** 25776721 **Changes as of:** 10/26/2017 at 12:34 PM **Version:** Current State Version 2  
**CPE:** 296/380/3259 **Flight:** 10/27/17 - 11/1/17 **Station:** WTVZ **Total \$:** \$3,465.00  
**Agency:** STRATEGIC MEDIA **Advertiser:** Cordasco VA HD-93 **Market:** Norfolk-Virginia Beach **Total Spots:** 29  
**Product:** Candidate **Office:** WASHINGTON **Total CPP:** \$0.00  
**Agency Order #:** 6669665 **Primary Demo:** Adults 35+ **Total GRP:**  
**Buyer:** Rheault, Ben **Con Type:** POLITICAL/VOTE  
**Salesperson:** KELLY JOHNS **Assistant:** KELLY JOHNS **Separation:**  
 202-872-5880 202-872-5880

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/27 - 11/1							Total Spots	Total \$	CPP	GRP
							10/27	10/28	10/29	10/30	10/31	11/1					
1	F,M-Th 11:4p-5p		VARIOUS	\$40.00	0	30	1	0	0	1	1	1	4	\$160.00	\$0.00	0.0	
Target 200118 Index: 98. Nielsen: 1.0																	
2	F,M-Th 216p-6:30p		BIG BNG THEORY<	\$150.00	0	30	1	0	0	1	1	1	4	\$600.00	\$0.00	0.0	
Target 200118 Index: 113. Nielsen: 1.9																	
3	F,M-Th 316:30p-7p		BG BNG THRY B<	\$150.00	0	30	1	0	0	1	1	0	3	\$450.00	\$0.00	0.0	
Target 200118 Index: 111. Nielsen: 1.7																	
4	F,M-Th 47p-7:30p		FAMILY FEUD<	\$275.00	0	30	0	0	0	1	1	1	3	\$825.00	\$0.00	0.0	
Target 200118 Index: 99. Nielsen: 1.9																	
5	F,M-Th 57:30p-8p		FAMILY FEUD B<	\$275.00	0	30	0	0	0	1	1	1	3	\$825.00	\$0.00	0.0	
Target 200118 Index: 99. Nielsen: 2.0																	
6	F,M-Th 611p-11:30p		MIKE AND MOLLY<	\$65.00	0	30	1	0	0	1	1	1	4	\$260.00	\$0.00	0.0	
Target 200118 Index: 123. Nielsen: 0.7																	
7	F,M-Th 711:30p-12m		MIKE&MOLLY B<	\$65.00	0	30	0	0	0	1	1	1	3	\$195.00	\$0.00	0.0	
Target 200118 Index: 108. Nielsen: 0.7																	
8	F,M-Th 812:30a-1a		MODERN FAMILY<	\$30.00	0	30	1	0	0	1	1	1	4	\$120.00	\$0.00	0.0	
Target 200118 Index: 108. Nielsen: 0.7																	
9	Sa 95:30p-6p		TWO&HF MN WK B	\$30.00	0	30	0	1	0	0	0	0	1	\$30.00	\$0.00	0.0	
Target 200118 Index: 115. Nielsen: 0.2																	
10	Sa 106p-6:30p		BG BNG THRY W	\$75.00	0	30	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0	
Target 200118 Index: 136. Nielsen: 0.7																	
TOTALS:							5	1	0	0	8	7	29	\$3,465.00	\$0.00	0.0	



125 West 55th St  
New York, NY 10019

KATZ TELEVISION  
GROUP

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CPE: 296/380/3259 Flight: 10/27/17 - 11/1/17 Station: WTVZ Total \$: \$3,465.00  
Agency: STRATEGIC MEDIA Advertiser: Cordasco VA HD-93 Market: Norfolk-Virginia Beach Total Spots: 29  
SERVICES  
1911 NORTH FT MYER Product: Candidate Office: WASHINGTON Total CPP: \$0.00  
DRIVE Suite 400 Agency Order #: 6669665 Primary Demo: Adults 35+ Total GRP:  
ARLINGTON, VA Buyer: Rheault, Ben Con Type: POLITICAL/VOTE  
20009 Salesperson: KELLY JOHNS Assistant: KELLY JOHNS Separation:  
202-872-5880 202-872-5880

#### Special Instructions

Competitive Information	
Market Budget:	\$115,500
WTVZ Share:	3%
Comment:	
WAVY:	33%
WGNT:	4%
WTKR:	24%
WVBT:	9%
WVEC:	27%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	29	\$3,465.00	0.0
Total	100%	29	\$3,465.00	0.0

Monthly Summary		
Month	Spots	Dollars
2017-Oct	6	\$465.00
2017-Nov	23	\$3,000.00
Total	29	\$3,465.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot#	Spot- \$ Chg Contract \$ Comment
Queued for Electronic Contracting	10/26/17 12:08 PM				\$0
Revision	10/26/17 12:07 PM	KELLY JOHNS	Confirmed	5	\$0 \$3,465.00 \$3,465.00 User Entered \$ from \$0.00 to
New	10/26/17 12:04 PM	KELLY JOHNS	New	34	\$3,465.00 \$3,465.00

<b>Non-Discrimination Policy</b>	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.
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