



WFLA
200 S. Parker Street
Tampa, FL 33606
(813) 225-2720

CONTRACT

And:

Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030

<u>Contract / Revision</u> 1730794 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/12/18 - 10/16/18		<u>Estimate #</u> 4651
<u>Advertiser</u> POL/FDLCC - Cruz/Perez/Murphy		<u>Original Date / Revision</u> 10/11/18 / 10/26/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFLA	<u>Account Executive</u> WFLA National House	<u>Sales Office</u> National House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WFLA	10/12/18	10/16/18	M-F 2-3p	2-3p		:30			P2		NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/08/18	10/14/18	----1--				1	\$600.00					
	Week:	10/15/18	10/21/18	11-----				2	\$600.00					
N 2	WFLA	10/12/18	10/12/18	M-F 4-5p	4-5p		:30			P3		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/08/18	10/14/18	----1--				1	\$1,200.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WFLA	10/08/18-10/14/18	M-F 4-5p	4-5p	-----F----	:30		\$1,200.00			NM		
		<i>Credited</i>												
N 3	WFLA	10/16/18	10/16/18	M-F 4-5p	4-5p		:30			P2		NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/15/18	10/21/18	-1-----				1	\$1,600.00					
N 4	WFLA	10/15/18	10/15/18	Tonight Show	Tonight Show		:30			P3		NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/15/18	10/21/18	1-----				1	\$1,600.00					
Totals									0.00				5	\$5,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/16/18	5	\$5,000.00	(\$750.00)	\$4,250.00
Totals	5	\$5,000.00	(\$750.00)	\$4,250.00

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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