

CONTRACT



WTVD
411 Liberty St
Durham, NC 27701
(919) 683-1111

And:

Great American Media
3050 K Street, NW
Washington, DC 20007

<u>Contract / Revision</u> 151410 / 1		<u>Alt Order #</u> WOC10487956
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 10/25/16 - 11/04/16	<u>Estimate #</u> 49 53 5595	
<u>Advertiser</u> Democratic Senatorial Campaign Committee		<u>Original Date / Revision</u> 10/18/16 / 10/28/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTVD	<u>Account Executive</u> Anne Clifford	<u>Sales Office</u> Philadelphia NT
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 49	<u>Product 1/2</u> 53
<u>Agency Ref</u>		<u>Advertiser Ref</u>

360061

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	10/25/16	10/28/16	Eyewitness News @ 530am	5:30 AM-6:00 AM		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				2	\$700.00				
2	WTVD	10/25/16	10/28/16	Eyewitness News @ 6a	6:00 AM-7:00 AM		:30				NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				4	\$1,300.00				
3	WTVD	10/31/16	10/31/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	M- - - - -				2	\$1,300.00				
4	WTVD	10/25/16	10/28/16	Good Morning America	7:00 AM-9:00 AM		:30				NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				6	\$1,300.00				
5	WTVD	10/25/16	10/29/16	Eyewitness News Sat @ 6a	6:00 AM-7:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- - - - - S-				1	\$600.00				
6	WTVD	10/25/16	10/29/16	Eyewitness News Sat @ 7a	7:00 AM-8:00 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- - - - - S-				1	\$800.00				
8	WTVD	10/25/16	10/30/16	Eyewitness News Sun 6a-7a	6:00 AM-7:00 AM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- - - - - S				1	\$700.00				
9	WTVD	10/25/16	10/30/16	Eyewitness News Sun 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- - - - - S				1	\$800.00				
11	WTVD	10/25/16	10/28/16	Live w/Kelly	9:00 AM-10:00 AM		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				3	\$700.00				
12	WTVD	10/25/16	10/28/16	Rachael Ray	10:00 AM-11:00 AM		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				3	\$600.00				
14	WTVD	10/25/16	10/28/16	Eyewitness News @ Noon	12:00 PM-12:30 PM		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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

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<u>Advertiser</u> Democratic Senatorial Ca		<u>Original Date / Revision</u> 10/18/16 / 10/28/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				2	\$800.00				
15	WTVD	10/25/16	10/28/16	Eyewitness News @ 1230p	12:30 PM-1:00 PM		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				3	\$700.00				
17	WTVD	10/25/16	10/28/16	Millionaire/Minute	2:00 PM-3:00 PM		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				3	\$500.00				
18	WTVD	10/25/16	10/28/16	General Hospital	3:00 PM-4:00 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				1	\$700.00				
19	WTVD	10/25/16	10/29/16	Eyewitness News Sat 9a-10	9:00 AM-10:00 AM		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	-----S-				1	\$850.00				
20	WTVD	10/25/16	10/30/16	Eyewitness News @ 9a	9:00 AM-10:00 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	-----S				1	\$800.00				
22	WTVD	10/25/16	10/30/16	This Week w/George S	10:30 AM-11:30 AM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	-----S				1	\$500.00				
23	WTVD	10/25/16	10/28/16	Eyewitness News @ 4pm	4:00 PM-5:00 PM		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				3	\$900.00				
24	WTVD	10/25/16	10/28/16	Eyewitness News @ 5pm	5:00 PM-5:30 PM		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				2	\$1,200.00				
25	WTVD	10/25/16	10/31/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	MTWTF--				3	\$1,500.00				
26	WTVD	10/25/16	10/28/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/25/16	10/31/16	- TWTF - -				3	\$2,000.00				
27	WTVD	10/31/16	10/31/16	Millionaire/Minute	2p-3p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$600.00				
28	WTVD	10/31/16	10/31/16	Countdown CMA	10-11p		:30				NM	1	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$4,750.00				
29	WTVD	11/01/16	11/04/16	Millionaire/Minute	2p-3p		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	- TWTF - -				4	\$600.00				
30	WTVD	11/03/16	11/03/16	Notorious	9p-10p		:30				NM	1	\$12,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	---T---				1	\$12,950.00				
Totals								0.00				54	\$68,150.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	44	\$43,350.00	(\$6,502.50)	\$36,847.50
10/31/16 - 11/04/16	10	\$24,800.00	(\$3,720.00)	\$21,080.00
Totals	54	\$68,150.00	(\$10,222.50)	\$57,927.50

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