



WRIC
301 Arboretum Place
Richmond, VA 23236
(804) 330-8888

CONTRACT

<u>Contract / Revision</u> 939214 /		<u>Alt Order #</u> 25311867
<u>Product</u> Berry 4 Mayor		
<u>Contract Dates</u> 09/22/16 - 09/28/16		<u>Estimate #</u> 922928
<u>Advertiser</u> POL/Berry for Mayor		<u>Original Date / Revision</u> 09/21/16 / 09/21/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRIC	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9912891	<u>Advertiser Code</u> BERRY	<u>Product 1/2</u> ORDR
<u>Agency Ref</u> IN10086/SP6681/TO13		<u>Advertiser Ref</u>

And:

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRIC	09/22/16	09/22/16	TV8 News @ 5	5-530p		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	---T---				1	\$70.00				
N 2	WRIC	09/23/16	09/23/16	TV8 News @ 5	5-530p		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----F--				1	\$70.00				
N 3	WRIC	09/26/16	09/26/16	TV8 News @ 5	5-530p		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	M-----				1	\$70.00				
N 4	WRIC	09/27/16	09/27/16	TV8 News @ 5	5-530p		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-T-----				1	\$70.00				
N 5	WRIC	09/28/16	09/28/16	TV8 News @ 5	5-530p		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	--W----				1	\$70.00				
N 6	WRIC	09/22/16	09/22/16	TV8 News @530p	530-6p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	---T---				1	\$100.00				
N 7	WRIC	09/23/16	09/23/16	TV8 News @530p	530-6p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----F--				1	\$100.00				
N 8	WRIC	09/26/16	09/26/16	TV8 News @530p	530-6p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	M-----				1	\$100.00				
N 9	WRIC	09/28/16	09/28/16	TV8 News @530p	530-6p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	--W----				1	\$100.00				
N 10	WRIC	09/23/16	09/23/16	M-Su 4a-4x	M-Su 4a-4x		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----F--				1	\$150.00				
N 11	WRIC	09/26/16	09/26/16	M-Su 4a-4x	M-Su 4a-4x		:30				NM	1	\$150.00
		<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)

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.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WRIC
301 Arboretum Place
Richmond, VA 23236
(804) 330-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
939214 /	25311867

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/22/16 - 09/28/16	Berry 4 Mayor	922928

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Berry for Mayor	09/21/16 / 09/21/16

*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:		09/26/16	10/02/16	M-----				1	\$150.00				
N 12	WRIC	09/27/16	09/27/16	M-Su 4a-4x	M-Su 4a-4x		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	-T-----				1	\$150.00				
N 13	WRIC	09/28/16	09/28/16	M-Su 4a-4x	M-Su 4a-4x		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	--W----				1	\$150.00				
N 14	WRIC	09/25/16	09/25/16	TV8 News Sat/Sun-ABC New6-7p			:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----S				1	\$115.00				
Totals								0.00				14	\$1,465.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/25/16	6	\$605.00	(\$90.75)	\$514.25
09/26/16 - 09/28/16	8	\$860.00	(\$129.00)	\$731.00
Totals	14	\$1,465.00	(\$219.75)	\$1,245.25

Signature: _____ **Date:** _____

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

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#939214

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25311867	Changes as of: 9/21/2016 at 10:24 AM	Version: Highlighting Revision 1
CPE: BERRY/ORDR/922928	Flight: 9/22/16 - 9/28/16	Total \$: \$1,465.00
Agency: Smart Media Group	Advertiser: Berry for Richmond Mayor	Total Spots: 14
1427 LESLIE AVE	Product: Berry 4 Mayor	Office: WASHINGTON
SUITE #102	Agency Order #: 30048636	Primary Demo: Adults 35+
ALEXANDRIA, VA	Buyer: Rubin, Nancy	Con Type: POLITICAL/VOTE
22301	Salesperson: ALEXANDRA BRADLEY	Assistant: ALEXANDRA BRADLEY
	202-955-5342	202-955-5342
Comments: NEW ORDER FOR BERRY 4 MAYOR. PLS CNF		Separation:

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	9/22 - 9/28							Total Spots	Total \$	CPP	GRP
							9/22	9/23	9/24	9/25	9/26	9/27	9/28				
M-F	1 5p-5:30p	✓	WRIC 5PM NEWS	\$70.00	1.9	30	1	1	0	0	1	1	1	5	\$350.00	\$36.84	9.5
M-F	2 5:30p-6p	✓	WRIC 6PM NEWS	\$100.00	2.4	30	1	1	0	0	1	0	1	4	\$400.00	\$41.67	9.6
M-F	3 6p-7p	✓	WRIC 6PM NEWS	\$150.00	5.1	30	0	1	0	0	1	1	1	4	\$600.00	\$29.41	20.4
Su	4 6p-7p	✓	WRIC SU 6PM NEWS	\$115.00	3.8	30	0	0	0	1	0	0	0	1	\$115.00	\$30.26	3.8
TOTALS:							2	3	0	1	3	2	3	14	\$1,465.00	\$33.83	43.3

(1245.25)



125 West 55th St
New York, NY 10019

Contract # 25311867

Changes as of: 9/21/2016 at 10:24 AM

Version: Highlighting Revision 1

CPE: BERRY/ORDR/922928

Flight: 9/22/16 - 9/28/16

Station: WRIC

Total \$: \$1,465.00

Agency: Smart Media Group

Advertiser: Berry for Richmond Mayor

Market: Richmond

Total Spots: 14

1427 LESLIE AVE

Product: Berry 4 Mayor

Office: WASHINGTON

Total CPP: \$33.83

SUITE #102

Agency Order #: 30048636

Primary Demo: Adults 35+

Total GRP: 43.3

ALEXANDRIA, VA

Buyer: Rubin, Nancy

Con Type: POLITICAL/VOTE

Salesperson: ALEXANDRA BRADLEY

Assistant: ALEXANDRA BRADLEY

Separation:

202-955-5342

202-955-5342

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
09/21/16 10:24 AM	ALEXANDRA BRADLEY	NEW ORDER FOR BERRY 4 MAYOR. PLS CNF
09/21/16 10:24 AM	ALEXANDRA BRADLEY	NEW ORDER FOR BERRY 4 MAYOR. PLS CNF

Competitive Information

Market Budget:	\$8,813
WRIC Share:	16%
Comment:	
WRLH:	11%
WTVR:	15%
WWBT:	58%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	14	\$1,465.00	43.3
Total	100%	14	\$1,465.00	43.3

Monthly Summary		
Month	Spots	Dollars
2016-Sep	6	\$605.00
2016-Oct	8	\$860.00
Total	14	\$1,465.00

Transaction History

Trans	Created/Received	Created by	Status	Spot#	Spot-	\$ Chg	Contract \$	Comment
Revision	9/21/16 10:24 AM	ALEXANDRA BRADLEY	Revised			\$0	\$1,465.00	Changes: Product from Order to Berry 4 Mayor, User Entered \$ from \$0.00 to
New	9/21/16 9:57 AM	ALEXANDRA BRADLEY	New	14		\$1,465.00	\$1,465.00	

Non-Discrimination Policy
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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 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.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Smart Media Group,
 being/on behalf of: Jack Berry for Richmond Mayor,
 a legally qualified candidate of the Independent
 political party for the office of: Richmond Mayor
 in the General
 election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Jack Berry for Richmond Mayor

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Zarina Fazaldin & Jim Ukrop

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/6/16

Date



Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Signature


Printed Name


Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, 
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Smart Media Group

printed name

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<h1>SEE ATTACHED</h1>					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.