

# CONTRACT



**WTAP**  
**One Television Plaza**  
**Parkersburg, WV 26101**  
**(304) 485-4588**

<u>Contract / Revision</u> 68182 /		<u>Alt Order #</u> 09397557
<u>Product</u> MCKINLEY/C/R (WV)		
<u>Contract Dates</u> 10/15/14 - 10/21/14		<u>Estimate #</u>
<u>Advertiser</u> McKinley Daved MCDV		<u>Original Date / Revision</u> 09/12/14 / 09/30/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTAP	<u>Account Executive</u> Washington DC Cont	<u>Sales Office</u> Continental-Wa
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 9912521	<u>Advertiser Code</u> MCDV	<u>Product Code</u>
<u>Agency Ref</u> 5623	<u>Advertiser Ref</u> 30355	

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 1	WTAP	10/15/14	10/17/14	Early Daybreak @ 530a	5:30 AM-6:00 AM		:30			NM	0	\$0.00
D 2	WTAP	10/20/14	10/21/14	Early Daybreak @ 530a	5:30 AM-6:00 AM		:30			NM	0	\$0.00
N 3	WTAP	10/15/14	10/17/14	Daybreak @ 6a	6:00 AM-7:00 AM		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/14	10/19/14	--WTF--	3			\$125.00				
N 4	WTAP	10/20/14	10/21/14	Daybreak @ 6a	6:00 AM-7:00 AM		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/20/14	10/26/14	MT-----	2			\$125.00				
N 5	WTAP	10/15/14	10/17/14	Today Show	7:00 AM-9:00 AM		:30			NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/14	10/19/14	--WTF--	3			\$130.00				
N 6	WTAP	10/20/14	10/21/14	Today Show	7:00 AM-9:00 AM		:30			NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/20/14	10/26/14	MT-----	2			\$130.00				
N 7	WTAP	10/15/14	10/17/14	Live with Kelly & Michael	9:00 AM-10:00 AM		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/14	10/19/14	--WTF--	1			\$80.00				
N 8	WTAP	10/20/14	10/21/14	Live with Kelly & Michael	9:00 AM-10:00 AM		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/20/14	10/26/14	MT-----	1			\$80.00				
D 9	WTAP	10/15/14	10/17/14	Today Show II	10:00 AM-11:00 AM		:30			NM	0	\$0.00
D 10	WTAP	10/20/14	10/21/14	Today Show II	10:00 AM-11:00 AM		:30			NM	0	\$0.00
D 11	WTAP	10/15/14	10/17/14	Today Show 3	11:00 AM-12:00 PM		:30			NM	0	\$0.00
D 12	WTAP	10/20/14	10/21/14	Today Show 3	11:00 AM-12:00 PM		:30			NM	0	\$0.00
N 13	WTAP	10/15/14	10/17/14	WTAP News @ Noon	12:00 PM-12:30 PM		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/14	10/19/14	--WTF--	3			\$125.00				
N 14	WTAP	10/20/14	10/21/14	WTAP News @ Noon	12:00 PM-12:30 PM		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/20/14	10/26/14	MT-----	2			\$125.00				
D 15	WTAP	10/15/14	10/17/14	M-F 1230p-1p	12:30 PM-1:00 PM		:30			NM	0	\$0.00
D 16	WTAP	10/20/14	10/21/14	M-F 1230p-1p	12:30 PM-1:00 PM		:30			NM	0	\$0.00
N 17	WTAP	10/15/14	10/17/14	Days of Our Lives	1:00 PM-2:00 PM		:30			NM	2	\$180.00
		<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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<b>Contract / Revision</b> 68182 /	<b>Alt Order #</b> 09397557
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<b>Contract Dates</b> 10/15/14 - 10/21/14	<b>Product</b> MCKINLEY/C/R (WV)	<b>Estimate #</b>
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<b>Advertiser</b> McKinley Daved MCDV	<b>Original Date / Revision</b> 09/12/14 / 09/30/14
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--WTF--				2	\$90.00			
D 18	WTAP	10/20/14	10/21/14	Days of Our Lives	1:00 PM-2:00 PM		:30			NM	0	\$0.00
N 19	WTAP	10/15/14	10/17/14	M-F 2p-3p	2:00 PM-3:00 PM		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--WTF--				1	\$80.00			
N 20	WTAP	10/20/14	10/21/14	M-F 2p-3p	2:00 PM-3:00 PM		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	MT-----				1	\$80.00			
D 21	WTAP	10/15/14	10/17/14	M-F 3p-4p	3:00 PM-4:00 PM		:30			NM	0	\$0.00
D 22	WTAP	10/20/14	10/21/14	M-F 3p-4p	3:00 PM-4:00 PM		:30			NM	0	\$0.00
N 23	WTAP	10/15/14	10/17/14	M-F 4p-5p	4:00 PM-5:00 PM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--WTF--				1	\$100.00			
N 24	WTAP	10/20/14	10/21/14	M-F 4p-5p	4:00 PM-5:00 PM		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	MT-----				2	\$100.00			
N 25	WTAP	10/15/14	10/17/14	News @ 5p M-F	5:00 PM-5:30 PM		:30			NM	3	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--WTF--				3	\$155.00			
N 26	WTAP	10/20/14	10/21/14	News @ 5p M-F	5:00 PM-5:30 PM		:30			NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	MT-----				1	\$155.00			
N 27	WTAP	10/15/14	10/17/14	M-F 530p-6p	5:30 PM-6:00 PM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--WTF--				1	\$100.00			
N 28	WTAP	10/20/14	10/21/14	M-F 530p-6p	5:30 PM-6:00 PM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	MT-----				1	\$100.00			
N 29	WTAP	10/15/14	10/17/14	News @ 6p M-F	6:00 PM-6:30 PM		:30			NM	3	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--WTF--				3	\$480.00			
N 30	WTAP	10/20/14	10/21/14	News @ 6p M-F	6:00 PM-6:30 PM		:30			NM	2	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	MT-----				2	\$480.00			
N 31	WTAP	10/15/14	10/17/14	Wheel of Fortune M-F	7:00 PM-7:30 PM		:30			NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--WTF--				3	\$160.00			
N 32	WTAP	10/20/14	10/21/14	Wheel of Fortune M-F	7:00 PM-7:30 PM		:30			NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	MT-----				2	\$160.00			
N 33	WTAP	10/15/14	10/17/14	Jeopardy M-F	7:30 PM-8:00 PM		:30			NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--WTF--				3	\$160.00			
N 34	WTAP	10/20/14	10/21/14	Jeopardy M-F	7:30 PM-8:00 PM		:30			NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	MT-----				2	\$160.00			
N 35	WTAP	10/15/14	10/17/14	News @ 11p M-F	11:00 PM-11:35 PM		:30			NM	2	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--WTF--				2	\$420.00			
N 36	WTAP	10/20/14	10/21/14	News @ 11p M-F	11:00 PM-11:35 PM		:30			NM	2	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	MT-----				2	\$420.00			

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McKinley Daved MCDV	09/12/14 / 09/30/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 37	WTAP	10/15/14	10/17/14	The Tonight Show	11:35 PM-12:35 XM		:30			NM	0	\$0.00
D 38	WTAP	10/20/14	10/21/14	The Tonight Show	11:35 PM-12:35 XM		:30			NM	0	\$0.00
D 39	WTAP	10/20/14	10/20/14	Monday Prime Hr 3	10:00 PM-11:00 PM		:30			NM	0	\$0.00
N 40	WTAP	10/21/14	10/21/14	Tuesday Prime Hr 1	8:00 PM-9:00 PM		:30			NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	-T-----				1	\$420.00			
N 41	WTAP	10/15/14	10/15/14	Wednesday Prime Hr 3	10:00 PM-11:00 PM		:30			NM	1	\$545.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--w----				1	\$545.00			
D 42	WTAP	10/17/14	10/17/14	Friday Prime Hr 2	9:00 PM-10:00 PM		:30			NM	0	\$0.00
N 43	WTAP	10/18/14	10/18/14	News @ 11p Sa	11:00 PM-11:30 PM		:30			NM	1	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----S-				1	\$370.00			
N 44	WTAP	10/18/14	10/18/14	Sa Today	7:00 AM-9:00 AM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----S-				1	\$65.00			
N 45	WTAP	10/18/14	10/18/14	News @ 6p Sa	6:00 PM-6:30 PM		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----S-				1	\$180.00			
D 46	WTAP	10/18/14	10/18/14	Wheel of Forutune Sa	7:00 PM-7:30 PM		:30			NM	0	\$0.00
D 47	WTAP	10/18/14	10/18/14	Jeopardy Sa	7:30 PM-8:00 PM		:30			NM	0	\$0.00
N 48	WTAP	10/19/14	10/19/14	Su Today	8:00 AM-9:00 AM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----S				1	\$65.00			
D 49	WTAP	10/19/14	10/19/14	Meet The Press	9:00 AM-10:00 AM		:30			NM	0	\$0.00
D 50	WTAP	10/19/14	10/19/14	Football Night in America	7:00 PM-8:00 PM		:30			NM	0	\$0.00
N 51	WTAP	10/19/14	10/19/14	Sunday Night Football	8:30 PM-11:30 PM		:30			NM	1	\$535.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----S				1	\$535.00			
N 52	WTAP	10/19/14	10/19/14	News @ 11p Su	11p-1130p		:30			NM	1	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----1				1	\$370.00			
<b>Totals</b>											<b>57</b>	<b>\$11,750.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 -10/21/14	57	\$11,750.00	(\$1,762.50)	\$9,987.50
<b>Totals</b>	<b>57</b>	<b>\$11,750.00</b>	<b>(\$1,762.50)</b>	<b>\$9,987.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_