

CONTRACT

WPHL-TV
5001 Wynnefield Avenue
Philadelphia, PA 19131
(215) 878-1700

And:

Waterfront Strategies
3050 K Street NW
Suite 100
Washington, DC 20007

Contract / Revision 327533 /		Alt Order # 08251555
Product SENATE MAJORITY PAC		
Contract Dates 06/03/16 - 06/09/16		Estimate # 4809
Advertiser Senate Majority PAC		Original Date / Revision 05/19/16 / 05/19/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WPHL-TV	Account Executive Justin Votta	Sales Office NSO Washingto
Special Handling		
Demographic Adults 35+		
IDB# 14573	Advertiser Code 163	Product Code 173
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	17	06/03/16	06/09/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/03/16	06/09/16	MTWTF--				2	\$400.00	0.00			
N 2	17	06/03/16	06/09/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/03/16	06/09/16	MTWTF--				2	\$600.00	0.00			
N 3	17	06/03/16	06/09/16	Eye Opener M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/03/16	06/09/16	MTWTF--				2	\$100.00	0.00			
N 4	17	06/03/16	06/09/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/03/16	06/09/16	MTWTF--				3	\$850.00	0.00			
N 5	17	06/03/16	06/09/16	Eye Opener M-F 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/03/16	06/09/16	MTWTF--				1	\$100.00	0.00			
N 6	17	06/06/16	06/06/16	Monday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/06/16	06/12/16	1-----				1	\$1,000.00	0.00			
Totals											0.00	11	\$5,850.00

Time Period	# of Spots	Gross Amount	Net Amount
05/30/16 - 06/09/16	11	\$5,850.00	\$4,972.50
Totals	11	\$5,850.00	\$4,972.50

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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.