

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 372320 /		Alt Order # 08355952
Product SENATE MAJORITY PAC		
Contract Dates 08/28/16 - 08/29/16		Estimate # 5281
Advertiser Senate Majority PAC		Original Date / Revision 08/26/16 / 08/26/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WPHL-TV	Account Executive Justin Votta	Sales Office NSO Washington
Special Handling		
Demographic Adults 35+		
IDB# 14573	Advertiser Code	Product Code
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	08/29/16	08/29/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	1-----				1	\$375.00	0.00			
N 2	17	08/29/16	08/29/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	1-----				1	\$550.00	0.00			
N 3	17	08/29/16	08/29/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	1-----				1	\$800.00	0.00			
N 4	17	08/29/16	08/29/16	M-F 7p-730p	7:00 PM-7:30 PM		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	1-----				1	\$1,600.00	0.00			
N 5	17	08/29/16	08/29/16	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:		08/29/16	09/04/16	1-----				1	\$1,000.00	0.00			
Totals										0.00		5	\$4,325.00

Time Period	# of Spots	Gross Amount	Net Amount
08/29/16 - 08/29/16	5	\$4,325.00	\$3,676.25
Totals	5	\$4,325.00	\$3,676.25

Signature: _____ **Date:** _____