

CONTRACT



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

<u>Contract / Revision</u> 396138 /		<u>Alt Order #</u> 08415744
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u> 5666
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/13/16 / 10/13/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WPHL-TV	<u>Account Executive</u> Justin Votta	<u>Sales Office</u> NSO Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 14573	<u>Advertiser Code</u> 163	<u>Product Code</u> 173
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	17	10/11/16	10/17/16	M-F 11p-1130p	11:00 PM-11:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/11/16	10/17/16	M---F--				1	\$500.00	0.00			
N 2	17	10/11/16	10/17/16	M-F 1130p-12a	11:30 PM-12:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/11/16	10/17/16	M---F--				1	\$350.00	0.00			
N 3	17	10/11/16	10/17/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/11/16	10/17/16	M---F--				1	\$500.00	0.00			
N 4	17	10/11/16	10/17/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/11/16	10/17/16	M---F--				1	\$850.00	0.00			
N 5	17	10/11/16	10/17/16	Eye Opener M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/11/16	10/17/16	M---F--				1	\$150.00	0.00			
N 6	17	10/11/16	10/17/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$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:		10/11/16	10/17/16	M---F--				1	\$1,200.00	0.00			
N 7	17	10/11/16	10/17/16	M-F 7p-730p	7:00 PM-7:30 PM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/11/16	10/17/16	M---F--				1	\$2,000.00	0.00			
N 8	17	10/11/16	10/17/16	Eye Opener M-F 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/11/16	10/17/16	M---F--				1	\$150.00	0.00			
N 9	17	10/11/16	10/17/16	M-F 730p-8p	7:30 PM-8:00 PM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/11/16	10/17/16	M---F--				1	\$1,500.00	0.00			
N 10	17	10/11/16	10/17/16	Action News @ 10 on PHL 17	10:00 PM-10:30 PM		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/11/16	10/17/16	M---FSS				1	\$1,400.00	0.00			
N 11	17	10/11/16	10/17/16	Action News @ 10 on PHL 17	10:30 PM-11:00 PM		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/11/16	10/17/16	M---FSS				1	\$1,250.00	0.00			
Totals											0.00	11	\$9,850.00

(* 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.



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396138 /	08415744

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/16 - 10/17/16	SENATE MAJORITY PA	5666

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	10/13/16 / 10/13/16

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/17/16	11	\$9,850.00	\$8,372.50
Totals	11	\$9,850.00	\$8,372.50

Signature: _____ **Date:** _____

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