

# CONTRACT



**WFLA**  
 200 S. Parker Street  
 Tampa, FL 33606  
 (813) 225-2720

<u>Contract / Revision</u> 1618809 /		<u>Alt Order #</u> 26106305
<u>Product</u> 3MOOD		
<u>Contract Dates</u> 07/17/18 - 07/23/18		<u>Estimate #</u> 6292
<u>Advertiser</u> POL/Ashley Moody/R/Attorney General/FL		<u>Original Date / Revision</u> 07/16/18 / 07/16/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFLA	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
<u>Agency Code</u> 9912736	<u>Advertiser Code</u> 434	<u>Product 1/2</u> 534
<u>Agency Ref</u> IN2570/SP271/TO132E		<u>Advertiser Ref</u>

And:

**Mentzer Media Services**  
 210 W. Pennsylvania Ave  
 Suite 250  
 Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	07/17/18	07/17/18	Local News @ 6a	558-7a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-T-----				1	\$550.00				
N 2	WFLA	07/19/18	07/19/18	Local News @ 6a	558-7a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---T---				1	\$550.00				
N 3	WFLA	07/20/18	07/20/18	Local News @ 6a	558-7a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	----F--				1	\$550.00				
N 4	WFLA	07/23/18	07/23/18	Local News @ 6a	558-7a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	M-----				1	\$550.00				
N 5	WFLA	07/17/18	07/17/18	M-F 4-5p	4-5p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-T-----				1	\$300.00				
N 6	WFLA	07/18/18	07/18/18	M-F 4-5p	4-5p		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	--W----				2	\$300.00				
N 7	WFLA	07/19/18	07/19/18	M-F 4-5p	4-5p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---T---				1	\$300.00				
N 8	WFLA	07/20/18	07/20/18	M-F 4-5p	4-5p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	----F--				1	\$300.00				
N 9	WFLA	07/23/18	07/23/18	M-F 4-5p	4-5p		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	M-----				2	\$300.00				
N 10	WFLA	07/17/18	07/17/18	M-F 530-6p	530-6p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-T-----				1	\$825.00				
N 11	WFLA	07/18/18	07/18/18	M-F 530-6p	530-6p		:30				NM	1	\$825.00

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

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Nexstar Media Group 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 Nexstar Media Group 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.



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<u>Estimate #</u> 6292		
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*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:		07/16/18	07/22/18	--W----				1	\$825.00				
N 12	WFLA	07/19/18	07/19/18	M-F 530-6p	530-6p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---T---				1	\$825.00				
N 13	WFLA	07/20/18	07/20/18	M-F 530-6p	530-6p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	----F--				1	\$825.00				
N 14	WFLA	07/23/18	07/23/18	M-F 530-6p	530-6p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	M-----				1	\$825.00				
N 15	WFLA	07/17/18	07/17/18	Local 6p News	6-630p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-T-----				1	\$900.00				
N 16	WFLA	07/19/18	07/19/18	Local 6p News	6-630p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---T---				1	\$900.00				
N 17	WFLA	07/20/18	07/20/18	Local 6p News	6-630p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	----F--				1	\$900.00				
N 18	WFLA	07/23/18	07/23/18	Local 6p News	6-630p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	M-----				1	\$900.00				
N 19	WFLA	07/17/18	07/17/18	Local 7p News	7-730p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-T-----				1	\$825.00				
N 20	WFLA	07/18/18	07/18/18	Local 7p News	7-730p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	--W----				1	\$825.00				
N 21	WFLA	07/19/18	07/19/18	Local 7p News	7-730p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---T---				1	\$825.00				
N 22	WFLA	07/20/18	07/20/18	Local 7p News	7-730p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	----F--				1	\$825.00				
N 23	WFLA	07/23/18	07/23/18	Local 7p News	7-730p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	M-----				1	\$825.00				
N 24	WFLA	07/17/18	07/17/18	M-F 730-8p	730-8p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-T-----				1	\$750.00				
N 25	WFLA	07/18/18	07/18/18	M-F 730-8p	730-8p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	--W----				1	\$750.00				
N 26	WFLA	07/19/18	07/19/18	M-F 730-8p	730-8p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---T---				1	\$750.00				
N 27	WFLA	07/20/18	07/20/18	M-F 730-8p	730-8p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/20/18	07/26/18	M-----				1	\$750.00				

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Week:		07/16/18	07/22/18	----F--				1	\$750.00				
N 28	WFLA	07/23/18	07/23/18	M-F 730-8p	730-8p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	M-----				1	\$750.00				
N 29	WFLA	07/19/18	07/19/18	Thur 8p Ellen Game of Gam	8-9p		:30				NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---T---				2	\$4,500.00				
N 30	WFLA	07/20/18	07/20/18	Fri 10p Dateline	10-11p		:30				NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	----F--				2	\$2,250.00				
N 31	WFLA	07/21/18	07/21/18	Sa Extra 7-8p	7p-8p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-----S-				1	\$450.00				
N 32	WFLA	07/22/18	07/22/18	Su 7p Dateline	7-8p		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-----S				1	\$3,000.00				
<b>Totals</b>								0.00				36	\$36,850.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 - 07/23/18	36	\$36,850.00	(\$5,527.50)	\$31,322.50
<b>Totals</b>	36	\$36,850.00	(\$5,527.50)	\$31,322.50

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

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