

ORDER



WGHP-TV

Orders
Order / Rev: 345482
Alt Order #: 08288389
Product Desc: PRIO/WOMEN VOTE 4701
Estimate: 4701
Flight Dates: 08/16/16 - 08/22/16
Original Date / Rev: 06/22/16 / 06/22/16
Order Type: GENERAL

Primary AE: Jamie Andrus
Sales Office: NWDC
Sales Region: National

Agency
Name: Targeted Platform Media LLC
Buying Contact:
Billing Contact:
 1291 Hollywood Ave
 Annapolis, MD 21403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: PL4.b
Priority: 02
Revenue Codes: Agency, Political, Political-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/01/16 | 08/22/16 | 33 | \$17,645.00 | \$14,998.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2016 | 33 | \$17,645.00 | \$14,998.25 | 0.00 |
| Totals | 33 | \$17,645.00 | \$14,998.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jamie Andrus | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|---------|-------|-------------|
| WGHP-TV | 28% | \$17,645.00 |
| Market | 100% | \$63,017.86 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WCWG | 1% | \$630.18 |
| WFMY | 28% | \$17,645.00 |
| WGPX | 0% | \$0.00 |
| WLXI | 0% | \$0.00 |
| WMYV | 5% | \$3,150.89 |
| WUNL | 0% | \$0.00 |
| WXII | 29% | \$18,275.18 |
| WXLV | 9% | \$5,671.61 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|----|-------------------|-----------------|-----------------------------------|-------|--|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | 8 | 08/16/16 | 08/22/16 | M-Su 10p-11p TU-FR,M 10p-1030p | CM | 10:00 PM-10:30 PM (10:00 PM-10:30 PM) | MTWTF-- | :30 | 4 | \$1,100.00 | 02 | 0.00 | NM | 4 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/16/16 | 08/22/16 | MTWTF-- | | 4 | | | | \$1,100.00 | | 0.00 | | | |
| E 2 | 8 | 08/16/16 | 08/22/16 | M-F 12p-1p TU-FR,M 1230p-1p | CM | 12:30 PM-1:00 PM (12:30 PM-1:00 PM) | MTWTF-- | :30 | 2 | \$180.00 | 02 | 0.00 | NM | 2 | \$360.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/16/16 | 08/22/16 | MTWTF-- | | 2 | | | | \$180.00 | | 0.00 | | | |

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 Alt Order #: 08288389
 Flight Dates: 08/16/16 - 08/22/16

Advertiser: Priorities USA Action
 Product Desc: PRIO/WOMEN VOTE 4701
 Estimate: 4701

WGHP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|----|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|-------|------------|
| E 3 | 8 | 08/16/16 | 08/22/16 | M-F 12p-1p TU-FR,M 12p-1230p | CM | 12:00 PM-12:30 PM | MTWTF-- | :30 | 2 | \$180.00 | 02 | 0.00 | NM | 2 | \$360.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/16/16 | 08/22/16 | MTWTF-- | | 2 | | | \$180.00 | | | 0.00 | | | |
| E 4 | 8 | 08/16/16 | 08/22/16 | M-F 3p-4p JUDGE JUDY | CM | 3:00 PM-4:00 PM | MTWTF-- | :30 | 2 | \$165.00 | 02 | 0.00 | NM | 2 | \$330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/16/16 | 08/22/16 | MTWTF-- | | 2 | | | \$165.00 | | | 0.00 | | | |
| E 5 | 8 | 08/16/16 | 08/22/16 | M-F 430p-5p TU-FR,M 430p-5p | CM | 4:30 PM-5:00 PM | MTWTF-- | :30 | 2 | \$275.00 | 02 | 0.00 | NM | 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: 08/16/16 | 08/22/16 | MTWTF-- | | 2 | | | \$275.00 | | | 0.00 | | | |
| E 6 | 8 | 08/16/16 | 08/22/16 | M-F 5a-6a TU-FR,M 530a-6a | CM | 5:30 AM-6:00 AM | MTWTF-- | :30 | 2 | \$275.00 | 02 | 0.00 | NM | 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: 08/16/16 | 08/22/16 | MTWTF-- | | 2 | | | \$275.00 | | | 0.00 | | | |
| E 7 | 8 | 08/16/16 | 08/22/16 | M-F 530p-6p TU-FR,M 530p-6p | CM | 5:30 PM-6:00 PM | MTWTF-- | :30 | 2 | \$675.00 | 02 | 0.00 | NM | 2 | \$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: 08/16/16 | 08/22/16 | MTWTF-- | | 2 | | | \$675.00 | | | 0.00 | | | |
| E 8 | 8 | 08/16/16 | 08/22/16 | M-F 7a-8a TU-FR,M 7a-730a | CM | 7:00 AM-7:30 AM | MTWTF-- | :30 | 2 | \$625.00 | 02 | 0.00 | NM | 2 | \$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: 08/16/16 | 08/22/16 | MTWTF-- | | 2 | | | \$625.00 | | | 0.00 | | | |
| E 9 | 8 | 08/16/16 | 08/22/16 | M-F 7p-730p CELEB NAME GAME | CM | 7:00 PM-7:30 PM | MTWTF-- | :30 | 3 | \$315.00 | 02 | 0.00 | NM | 3 | \$945.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/16/16 | 08/22/16 | MTWTF-- | | 3 | | | \$315.00 | | | 0.00 | | | |
| E 10 | 8 | 08/16/16 | 08/22/16 | M-F 8a-9a TU-FR,M 8a-830a | CM | 8:00 AM-8:30 AM | MTWTF-- | :30 | 3 | \$400.00 | 02 | 0.00 | NM | 3 | \$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: 08/16/16 | 08/22/16 | MTWTF-- | | 3 | | | \$400.00 | | | 0.00 | | | |
| E 12 | 8 | 08/20/16 | 08/20/16 | Sa 7p-8p CELEB NAME GAME | CM | 7:00 PM-8:00 PM | -----2- | :30 | 2 | \$100.00 | 02 | 0.00 | 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: 08/15/16 | 08/21/16 | -----2- | | 2 | | | \$100.00 | | | 0.00 | | | |
| E 13 | 8 | 08/21/16 | 08/21/16 | M-Su 10p-11p SUN 10p-1030p | CM | 10:00 PM-10:30 PM | -----1 | :30 | 1 | \$850.00 | 02 | 0.00 | 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: 08/15/16 | 08/21/16 | -----1 | | 1 | | | \$850.00 | | | 0.00 | | | |
| E 14 | 8 | 08/18/16 | 08/18/16 | Thursday Prime ROSEWOOD | CM | 8:00 PM-9:00 PM | ---1--- | :30 | 1 | \$1,200.00 | 02 | 0.00 | 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: 08/15/16 | 08/21/16 | ---1--- | | 1 | | | \$1,200.00 | | | 0.00 | | | |
| E 15 | 8 | 08/18/16 | 08/18/16 | Thursday Prime Hour 2 BONES | CM | 9:00 PM-10:00 PM | ---1--- | :30 | 1 | \$1,200.00 | 02 | 0.00 | 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: 08/15/16 | 08/21/16 | ---1--- | | 1 | | | \$1,200.00 | | | 0.00 | | | |
| E 16 | 8 | 08/17/16 | 08/17/16 | Wednesday Prime Hour MASTERCHEF | CM | 8:00 PM-9:00 PM | --1---- | :30 | 1 | \$1,400.00 | 02 | 0.00 | 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: 08/15/16 | 08/21/16 | --1---- | | 1 | | | \$1,400.00 | | | 0.00 | | | |
| E 17 | 8 | 08/17/16 | 08/17/16 | Wednesday Prime Hour Wednesday Prime Hour 2 | CM | 9:00 PM-10:00 PM | --1---- | :30 | 1 | \$1,400.00 | 02 | 0.00 | 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: 08/15/16 | 08/21/16 | --1---- | | 1 | | | \$1,400.00 | | | 0.00 | | | |
| N 18 | 8 | 08/16/16 | 08/19/16 | M-F 1130p-12a EXTRA | CM | 1130p-12a | -TWTF-- | :30 | 1 | \$70.00 | 02 | 0.00 | NM | 1 | \$70.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |

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 Alt Order #: 08288389
 Flight Dates: 08/16/16 - 08/22/16

Advertiser: Priorities USA Action
 Product Desc: PRIO/WOMEN VOTE 4701
 Estimate: 4701

WGHP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
|-------|----|-------------------|-----------------|------------------------------|-------|----------------|-------------------|-----|-------------|---------------|-----|----------|-------|-------------|
| N 18 | 8 | 08/16/16 | 08/19/16 | M-F 1130p-12a EXTRA | CM | 1130p-12a | -TWTF-- | :30 | 1 | \$70.0002 | | 0.00 NM | 1 | \$70.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 08/15/16 | 08/21/16 | -TWTF-- | | | 1 | | \$70.00 | 0.00 | | | | |
| N 19 | 8 | 08/16/16 | 08/19/16 | M-F 430a-5a TU-FR 430a-5a | CM | 430a-5a | -TWTF-- | :30 | 1 | \$30.0002 | | 0.00 NM | 1 | \$30.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 08/15/16 | 08/21/16 | -TWTF-- | | | 1 | | \$30.00 | 0.00 | | | | |
| | | | | | | | | | | | | Totals | 33 | \$17,645.00 |

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|---|--|
| Station and Location: <div style="font-size: 1.5em; font-family: cursive;">WBHP</div> | Date: <div style="font-size: 1.5em; font-family: cursive;">6/16/12</div> |
|---|--|

I, Targeted Platform Media, LLC

do hereby request station time concerning the following issue:

| |
|---|
| Presidential General Election on November 8, 2016 |
|---|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|---------|-------|----------------|-----------------|
| | AS | ORDERED | | | |

This broadcast time will be used by: Priorities USA Action

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Presidential General Election to be held November 8, 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action, 601 13th St NW, Washington, DC 20005

(202) 798-5902

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Greg Speed, Treasurer
Anne Caprara, Executive Strategist
Guy Cecil, Chief Strategist

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

| |
|--|
| |
|--|

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

| |
|--|
| |
|--|

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

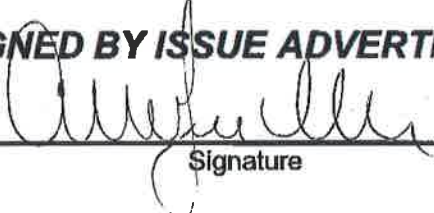
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

March 29, 2016

Date


Signature

(202) 965-5060

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature


Printed Name

xPos
Title