

16358
4/27/16
FR: WA - MATTHEW WURM (H)
TO: WAPK-TV
REP HEADLINE# 8237209
*** ORIGINAL REV#0 ***

REP: TEL# 703-528-9382 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

APR25/16 16.12
*** WAPK-TV ***

ADV # ADV. NAME ISS/PRIORITIES USA ACTION
AGY # AGY. NAME TARGETED PLATFORM MEDIA LLC
1291 HOLLYWOOD AVE
ANNAPOLIS, MD 21403

REP.# OFF.# SALESMAN #
BUYER NAME KATIE THOMPSON
SALES PRSN WA- MATTHEW WURM (H)

ORDER # CONTRACT # 8237209 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACT EST#4590 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUN7/16 JUN13/16 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE APR25/16 16.12

REP: NEW ORDER
TTL \$180 @9X
PLS CONFIRM
THANKS JASMINE FOR MATT

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 750 AGENCY EST# = 4590
AGENCY PRODUCT CODE = 760

1			630P-700P	30		\$20.00	6/7	6/13	3		TU-F,M	3
PROGRAM : GOOD DAY TRI-CITIES												
CON COM1: GOOD DAY TRI-CITIES												
2			800P-900P	30		\$20.00	6/8	6/10	3		W-F	3
PROGRAM : ANDY GRIFFITH SHOW/GILLIGANS ISLAN												
CON COM1: ANDY GRIFFITH SHOW/GILLIGANS ISLAN												
3			900P-1000P	30		\$20.00	6/8	6/10	3		W-F	3
PROGRAM : HAPPY DAYS/LAVERNE AND SHIRLEY												
CON COM1: HAPPY DAYS/LAVERNE AND SHIRLEY												

APR 25, 16:12 EDT by: root

(16:13) Page 1 of 2

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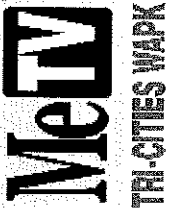
:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START	:END	:SPTS	:WEEK	:DAYS	:TOTL
:	:LINE#	:	:	:	:	:	:DATE	:DATE	: /WK	: INVT	:	:SPTS
JUN/16			\$180.00									
											CONTRACT TOTAL	\$180.00
											TOTAL SPOTS	9

MARKET TOTALS \$180 WAPK 6% WJHL 31% WCYB 50% WKPT 1% WEMT 12% CYBW 0% CABL 0%

ACCURATE SHARES

SVC- NONE
 DEMOS- RA35+*

APR 25, 16:12 EDT by: root

CONTRACT

WAPK-TV
222 Commerce St
Kingsport, TN 37660
(423) 246-9578

MeTVtricities.com

And:

Targeted Platform Media LLC
1291 Hollywood Ave
Annapolis, MD 21403

<u>Contract / Revision</u> 16358 /		<u>Alt Order #</u> 8237209
<u>Product</u> PRIORITIES USA ACT		
<u>Contract Dates</u> 06/07/16 - 06/13/16	<u>Estimate #</u> 4590	
<u>Advertiser</u> ISS / Priorities USA Action		<u>Original Date / Revision</u> 04/27/16 / 04/27/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAPK-TV	<u>Account Executive</u> Matthew Wurm	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u> 750	<u>Product Code</u> 760
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WAPK	06/07/16	06/13/16	M-F 630p-7p GOOD DAY	630p-7p		:30			NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/06/16	06/12/16	--TWTF--				2	\$20.00			
		Week: 06/13/16	06/19/16	M-----				1	\$20.00			
N 2	WAPK	06/08/16	06/10/16	M-F 8p-9p ANDY	8p-9p		:30			NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/06/16	06/12/16	--WTF--				3	\$20.00			
N 3	WAPK	06/08/16	06/10/16	M-F 9p-10p HAPPY/LAV	9p-10p		:30			NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/06/16	06/12/16	--WTF--				3	\$20.00			
Totals											9	\$180.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/30/16 - 06/13/16	9	\$180.00	(\$27.00)	\$153.00
Totals	9	\$180.00	(\$27.00)	\$153.00

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

Nondiscrimination Policy: Houston Valley Broadcasting Corporation and WKPT-TV / WAPK-TV / WKPT-DT3 do not accept advertising that discriminates based on race or ethnicity. Any provision in any advertising agreement with intent to discriminate is deemed null and void as contrary to federal law.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 2016
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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 _____ (202) 965-5060
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title