

FR: WA - MATTHEW WURM (H)
TO: WAPK-TV
REP HEADLINE# 8237209
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9382
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES JUN6/16 13.50
*** WAPK-TV ***

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP.# OFF.# SALESMAN #
AGY # AGY. NAME TARGETED PLATFORM MEDIA LLC BUYER NAME KATIE THOMPSON
1291 HOLLYWOOD AVE
ANNAPOLIS, MD 21403
ORDER # CONTRACT # 8237209 CLASS: NATL. LOCAL REGIONAL
PRDCT PRIORITIES USA ACT EST#4590 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES JUN8/16 JUN13/16 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUN6/16 13.50

REP: REVISION
APPROVED REVISION FOR LINES 5-6
CANCELLED LINE 6
TTL SAME
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 PRODUCT CODE = 760
AGENCY EST# = 4590

1	*		630P-700P	60		\$40.00	6/8	6/10	0		W-F	0
PROGRAM : GOOD DAY TRI-CITIES												
CON COM1: GOOD DAY TRI-CITIES												
4	S		630P-700P	30		\$40.00	6/13	6/13	0		MON	0
PROGRAM : GOOD DAY TRI-CITIES												
CON COM1: GOOD DAY TRI-CITIES												

Jun 06, 13:50 EDT by: root

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:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:

5	A		630P-700P	60		\$40.00	6/8	6/13	2		W-F,M	2
PROGRAM : GOOD DAY TRI-CITIES												
CON COM1: GOOD DAY TRI-CITIES												

6	A		800P-900P	60		\$40.00	6/8	6/10	0		W-F	0
PROGRAM : ANDY GRIFFITH SHOW/GILLIGANS ISLAN												
CON COM1: ANDY GRIFFITH SHOW/GILLIGANS ISLAN												

JUN/16 \$160.00

CONTRACT TOTAL \$160.00
TOTAL SPOTS 4

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

ACCURATE SHARES

SVC- NONE
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Jun 06, 13:50 EDT by: root

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CONTRACT



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

MeTVtricitie.com

And:

Targeted Platform Media LLC
1291 Hollywood Ave
Annapolis, MD 21403

<u>Contract / Revision</u> 16358 / 2	<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 / 06/06/16

<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> HRP Washington	<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
D 1	WAPK	06/07/16	06/10/16	Good Day Tri-Cities	630p-7p		:30			NM	0	\$0.00
2	WAPK	06/08/16	06/10/16	M-F 8p-9p ANDY	8p-9p		:30			NM	1	\$40.00
		<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--	1			\$40.00				
3	WAPK	06/08/16	06/10/16	M-F 9p-10p HAPPY/LAV	9p-10p		:30			NM	1	\$40.00
		<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--	1			\$40.00				
D 4	WAPK	06/13/16	06/13/16	Good Day Tri-Cities	630p-7p		:30			NM	0	\$0.00
N 5	WAPK	06/08/16	06/13/16	Good Day Tri-Cities	630p-7p		:30			NM	2	\$80.00
		<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--	1			\$40.00				
Week:		06/13/16	06/19/16	M-----	1			\$40.00				
Totals											4	\$160.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/30/16 - 06/13/16	4	\$160.00	(\$24.00)	\$136.00
Totals	4	\$160.00	(\$24.00)	\$136.00

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

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 3/29/16
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I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

<p>Priorities USA Action</p>

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):

Campaign Name: Priorities USA Action
Office Sought: U.S. Presidency
General Election: November, 8th 2016

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

Priorities USA Action

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):

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

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

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 29th, 2016

Date


Signature

(202) 965-5060

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title