

Approved
9/2/2016

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WRAL-TV - RALEIGH, NC	Date: 9/2/16
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I, **Targeted Platform Media LLC**

do hereby request station time concerning the following issue:

<p style="font-size: 1.2em;">Anti-Donald Trump</p> <p style="font-size: 0.8em;">Priorities USA Action</p>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<div style="font-size: 4em; margin: 0;">AS ORDERED</div> <div style="font-size: 1.5em; margin: 0;">See Attached</div>					

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):

spot refers to
Donald Trump
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 *601 13th St, NW*
Washington, DC 20005

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)

6/21, 2016 [Signature] (202) 965-5060
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Matthew Bell Sales Manager
Signature Printed Name Title
Director
9/2/2016

[Signature]
9/2/14

CONTRACT

WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

<u>Contract / Revision</u> 165031 /		<u>Alt Order #</u> 08290025
<u>Product</u> PRIORITIES USA 4554		
<u>Contract Dates</u> 09/06/16 - 09/12/16		<u>Estimate #</u> 4554
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 06/21/16 / 08/26/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u> 750	<u>Product 1/2</u> 760
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Targeted Platform Media LLC
1291 Hollywood Ave
Annapolis, MD 21403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	09/06/16	09/12/16	Today Show III	10-11a		:30				NM	4	\$1,400.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/06/16	09/12/16	MTWTF--				4	\$350.00				
N 2	WRAL	09/06/16	09/12/16	Tonight Show	11:35p-1237xm		:30				NM	2	\$800.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/06/16	09/12/16	MTWT---				2	\$400.00				
N 3	WRAL	09/06/16	09/12/16	WRAL Noon News	12-1p		:30				NM	2	\$1,600.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/06/16	09/12/16	MTWTF--				2	\$800.00				
N 4	WRAL	09/06/16	09/12/16	Dr. Phil	3-4p		:30				NM	2	\$1,400.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/06/16	09/12/16	MTWTF--				2	\$700.00				
N 5	WRAL	09/06/16	09/12/16	WRAL 4p News	4-5p		:30				NM	2	\$1,800.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/06/16	09/12/16	MTWTF--				2	\$900.00				
N 6	WRAL	09/06/16	09/12/16	WRAL 5p News	5-530p		:30				NM	3	\$5,400.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/06/16	09/12/16	MTWTF--				3	\$1,800.00				
N 7	WRAL	09/06/16	09/12/16	WRAL 530a News	530a-6a		:30				NM	2	\$2,200.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/06/16	09/12/16	MTWTF--				2	\$1,100.00				
N 8	WRAL	09/06/16	09/12/16	WRAL 530p News	530-6p		:30				NM	3	\$6,000.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

<u>Contract / Revision</u> 165031 /		<u>Alt Order #</u> 08290025
<u>Contract Dates</u> 09/06/16 - 09/12/16	<u>Product</u> PRIORITIES USA 4554	<u>Estimate #</u> 4554
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 06/21/16 / 08/26/16

*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:		09/06/16	09/12/16	MTWTF--				3	\$2,000.00				
N 9	WRAL	09/06/16	09/12/16	WRAL 6p News	6p-6:30p		:30				NM	3	\$7,500.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/16	09/12/16	MTWTF--				3	\$2,500.00				
N 10	WRAL	09/06/16	09/12/16	WRAL AM News 6-7a	6a-7a		:30				NM	2	\$4,000.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/16	09/12/16	MTWTF--				2	\$2,000.00				
N 11	WRAL	09/06/16	09/12/16	NBC Nightly News M-F	630-7p		:30				NM	3	\$6,900.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/16	09/12/16	MTWTF--				3	\$2,300.00				
N 12	WRAL	09/06/16	09/12/16	Inside Edition	7-730p		:30				NM	4	\$5,200.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/16	09/12/16	MTWTF--				4	\$1,300.00				
N 13	WRAL	09/06/16	09/12/16	Today Show	7-9a		:30				NM	8	\$7,200.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/16	09/12/16	MTWTF--				8	\$900.00				
N 14	WRAL	09/06/16	09/12/16	Entertainment Tonight	730-8p		:30				NM	2	\$2,400.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/16	09/12/16	MT--F--				2	\$1,200.00				
N 15	WRAL	09/06/16	09/12/16	Today Show II	9a-10a		:30				NM	4	\$1,600.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/16	09/12/16	MTWTF--				4	\$400.00				
N 16	WRAL	09/06/16	09/12/16	Late News	11-1135p		:30				NM	2	\$3,600.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/16	09/12/16	MTW-FS-				2	\$1,800.00				
N 17	WRAL	09/12/16	09/12/16	America Ninja Warrior	8-10p		:30				NM	1	\$3,500.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	1-----				1	\$3,500.00				
N 18	WRAL	09/10/16	09/10/16	WRAL News 6a-8a	6a-8a		:30				NM	1	\$500.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-----1-				1	\$500.00				
N 19	WRAL	09/10/16	09/10/16	WRAL SAT 7-730p News	7p-730p		:30				NM	1	\$725.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-----1-				1	\$725.00				
N 20	WRAL	09/10/16	09/10/16	On The Record Sat 730p	730-8p		:30				NM	1	\$175.00
Q4 ISSUE V5.9													

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<u>Contract / Revision</u>	<u>Alt Order #</u>
165031 /	08290025

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/06/16 - 09/12/16	PRIORITIES USA 4554	4554

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	06/21/16 / 08/26/16

*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:		09/05/16	09/11/16	-----1-				1	\$175.00				
D 21	WRAL	09/10/16	09/10/16	Andy Griffith Sat 730p	730-8p		:30				NM	0	\$0.00
Q4 ISSUE V5.9													
N 22	WRAL	09/10/16	09/10/16	Saturday Today 1 Hour	8-9a		:30				NM	1	\$600.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-----1-				1	\$600.00				
D 23	WRAL	09/11/16	09/11/16	WRAL SUN 6p News	6p-630p		:30				NM	0	\$0.00
Q4 ISSUE V5.9													
D 24	WRAL	09/11/16	09/11/16	WRAL News Sunday	7a-9a		:30				NM	0	\$0.00
Q4 ISSUE V5.9													
N 25	WRAL	09/07/16	09/07/16	America's Got Talent	8-9p		:30				NM	1	\$3,500.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	--1----				1	\$3,500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WRAL	09/05/16-09/11/16	America's Got Talent	8-9p	---W-----	:30		\$3,500.00		NM		
See MG 25.2													
	2	WRAL	09/05/16-09/11/16	Wednesday Hr 1	8-9p	---W-----	:30		\$3,500.00		NM		
Ⓜ MG for 25.1 09/07													
D 26	WRAL	09/11/16	09/11/16	NC SPIN	630a-7a		:30				NM	0	\$0.00
Q4 ISSUE V5.9													
N 27	WRAL	09/06/16	09/09/16	Today Show II	9a-10a		:30				NM	2	\$1,600.00
Q4 ISSUE CARD V8.23													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-TWTF--				2	\$800.00				
Totals								0.00				56	\$69,600.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/12/16	56	\$69,600.00	(\$10,440.00)	\$59,160.00
Totals	56	\$69,600.00	(\$10,440.00)	\$59,160.00

Signature: _____ **Date:** _____

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