



**WNEP-TV**  
**16 Montage Mountain Rd**  
**Moosic, PA 18507**  
**(570) 346-7474**

# CONTRACT

<u>Contract / Revision</u> 367536 /		<u>Alt Order #</u> 08314341
<u>Product</u> Majority Forward		
<u>Contract Dates</u> 10/25/16 - 10/31/16		<u>Estimate #</u> 4980
<u>Advertiser</u> Majority Forward		<u>Original Date / Revision</u> 08/11/16 / 10/27/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEP-TV	<u>Account Executive</u> Teresa DiFuria	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 14573	<u>Advertiser Code</u> 163	<u>Product Code</u> 173
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Waterfront Strategies**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	16	10/25/16	10/31/16	M-F 1135p-1235a	11:35 PM-12:35 AM		:30				NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$750.00	0.00			
N 2	16	10/25/16	10/31/16	M-F 1230p-1p	12:30 PM-1:00 PM		:30				NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$675.00	0.00			
N 3	16	10/25/16	10/31/16	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	5	\$4,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$975.00	0.00			
N 4	16	10/25/16	10/31/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				5	\$300.00	0.00			
N 5	16	10/25/16	10/31/16	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	4	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$1,950.00	0.00			
N 6	16	10/25/16	10/31/16	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	4	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$1,050.00	0.00			
N 7	16	10/25/16	10/31/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	3	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				3	\$1,950.00	0.00			
N 8	16	10/25/16	10/31/16	M-F 6a-630a	6:00 AM-6:30 AM		:30				NM	4	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$1,875.00	0.00			
N 9	16	10/25/16	10/31/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	3	\$11,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				3	\$3,900.00	0.00			
N 10	16	10/25/16	10/31/16	M-F 630a-7a	6:30 AM-7:00 AM		:30				NM	4	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$2,025.00	0.00			
N 11	16	10/25/16	10/31/16	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	4	\$5,716.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				4	\$1,429.00	0.00			
N 12	16	10/25/16	10/31/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	3	\$2,700.00

(\* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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<u>Contract / Revision</u> 367536 /		<u>Alt Order #</u> 08314341
<u>Contract Dates</u> 10/25/16 - 10/31/16		<u>Product</u> Majority Forward
		<u>Estimate #</u> 4980
<u>Advertiser</u> Majority Forward		<u>Original Date / Revision</u> 08/11/16 / 10/27/16

*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>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTF--				3	\$900.00	0.00			
N 13	16	10/28/16	10/28/16	Friday Prime Hour 3	10:00 PM-11:00 PM		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$2,250.00	0.00			
N 14	16	10/28/16	10/28/16	Friday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$2,400.00	0.00			
	<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>Rtg</u>	<u>Type</u>		
	1	16	10/24/16-10/30/16	Friday Prime Hour 1	8:00 PM-9:00 PM	-----F----	:30		<del>\$2,400.00</del>	0.00	NM		
See MG 14.2, 14.3													
	2	16	10/29/16-10/29/16	Sa 6a-8a	6a-8a	-----Sa--	:30		\$1,200.00	0.00	NM		
Ⓜ MG for 14.1 10/28													
	3	16	10/30/16-10/30/16	Su 6a-8a	6a-8a	-----Su	:30		\$1,200.00	0.00	NM		
Ⓜ MG for 14.1 10/28													
N 15	16	10/28/16	10/28/16	Friday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$3,750.00	0.00			
N 16	16	10/31/16	10/31/16	Monday Prime Hour 3	10:00 PM-11:00 PM		:30				NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$3,750.00	0.00			
N 17	16	10/31/16	10/31/16	Monday Prime Hour 1	8:00 PM-10:00 PM		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$4,500.00	0.00			
N 18	16	10/29/16	10/29/16	Sa 8a-9a	8:00 AM-9:00 AM		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1-				1	\$825.00	0.00			
N 19	16	10/30/16	10/30/16	Sunday Prime Hour 4	10:00 PM-11:00 PM		:30				NM	1	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1				1	\$2,850.00	0.00			
N 20	16	10/30/16	10/30/16	Su 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1				1	\$1,500.00	0.00			
N 21	16	10/30/16	10/30/16	Su 8a-9a	8:00 AM-9:00 AM		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1				1	\$825.00	0.00			
N 22	16	10/30/16	10/30/16	Sunday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1				1	\$2,850.00	0.00			
N 23	16	10/27/16	10/27/16	Thursday Prime Hour 3	10:00 PM-11:00 PM		:30				NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$3,750.00	0.00			
N 24	16	10/27/16	10/27/16	Thursday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$3,750.00	0.00			
N 25	16	10/27/16	10/27/16	Thursday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$3,750.00	0.00			
N 26	16	10/25/16	10/31/16	M-Su 11p-1135p	11:00 PM-11:35 PM		:30				NM	5	\$10,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/16	10/31/16	MTWTFSS				5	\$2,031.00	0.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 27	16	10/26/16	10/26/16	Wednesday Prime Hour 1	8:00 PM-9:00 PM		:30				NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----				1	\$4,200.00	0.00			
N 28	16	10/26/16	10/26/16	Wednesday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----				1	\$5,250.00	0.00			
<b>Totals</b>											0.00	69	\$122,671.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/30/16	56	\$97,461.00	\$82,841.85
10/31/16 - 10/31/16	13	\$25,210.00	\$21,428.50
<b>Totals</b>	69	\$122,671.00	\$104,270.35

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

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