

CONTRACT



WPHL-TV
5001 Wynnefield Avenue
Philadelphia, PA 19131
(215) 878-1700

And:

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

<u>Contract / Revision</u> 372303 /		<u>Alt Order #</u> 08356428
<u>Product</u> LCV VICTORY FUND		
<u>Contract Dates</u> 08/29/16 - 09/04/16		<u>Estimate #</u> 5297
<u>Advertiser</u> LCV Victory Fund		<u>Original Date / Revision</u> 08/26/16 / 08/26/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WPHL-TV	<u>Account Executive</u> Justin Votta	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 14573	<u>Advertiser Code</u> 265	<u>Product Code</u> 281
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	17	08/29/16	09/02/16	M-F 11p-1130p	11:00 PM-11:30 PM		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	MTWTF--				2	\$400.00	0.00			
N 2	17	08/29/16	09/02/16	M-F 1130p-12a	11:30 PM-12:00 AM		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	MTWTF--				3	\$350.00	0.00			
N 3	17	08/29/16	09/02/16	M-F 12a-1230a	12:00 AM-12:30 AM		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	MTWTF--				3	\$300.00	0.00			
N 4	17	08/29/16	09/02/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	MTWTF--				4	\$450.00	0.00			
N 5	17	08/29/16	09/02/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	MTWTF--				4	\$700.00	0.00			
N 6	17	08/29/16	09/02/16	Eye Opener M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	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:		08/29/16	09/04/16	MTWTF--				4	\$100.00	0.00			
N 7	17	08/29/16	09/02/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	MTWTF--				5	\$950.00	0.00			
N 8	17	08/29/16	09/02/16	M-F 7p-730p	7:00 PM-7:30 PM		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	MTWTF--				2	\$2,000.00	0.00			
N 9	17	08/29/16	09/02/16	Eye Opener M-F 7a-8a	7:00 AM-8:00 AM		:30				NM	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:		08/29/16	09/04/16	MTWTF--				4	\$100.00	0.00			
N 10	17	08/29/16	09/02/16	M-F 730p-8p	7:30 PM-8:00 PM		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/29/16	09/04/16	MTWTF--				1	\$1,800.00	0.00			
N 11	17	08/29/16	09/04/16	Action News @ 10 on PHL	10:00 PM-10:30 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:		08/29/16	09/04/16	MTWTFSS				2	\$1,200.00	0.00			
N 12	17	08/29/16	09/04/16	Action News @ 10 on PHL	10:30 PM-11:00 PM		:30				NM	2	\$2,200.00

(* 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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Contract / Revision	Alt Order #
372303 /	08356428

Contract Dates	Product	Estimate #
08/29/16 - 09/04/16	LCV VICTORY FUND	5297

Advertiser	Original Date / Revision
LCV Victory Fund	08/26/16 / 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>	<u>Rating</u>			
Week:		08/29/16	09/04/16	MTWTFSS				2	\$1,100.00	0.00			
N 13 17		08/29/16	08/29/16	Monday Prime Hour 2	9:00 PM-10:00 PM		:30				NM	1	\$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:		08/29/16	09/04/16	1-----				1	\$1,250.00	0.00			
Totals										0.00		37	\$24,550.00

Time Period	# of Spots	Gross Amount	Net Amount
08/29/16 - 09/04/16	37	\$24,550.00	\$20,867.50
Totals	37	\$24,550.00	\$20,867.50

Signature: _____ **Date:** _____

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