



WTAP
One Television Plaza
Parkersburg, WV 26101
(304) 485-4588

CONTRACT

And:

Brabender Cox Mihalke
201 Liberty St SW
Leesburg, VA 20175

<u>Contract / Revision</u> 417657 /		<u>Alt Order #</u>
<u>Product</u> COLE FOR GOVERNOR		
<u>Contract Dates</u> 10/24/16 - 10/30/16	<u>Estimate #</u> EST 116 COLE BROAD	
<u>Advertiser</u> Bill Cole For Governor		<u>Original Date / Revision</u> 09/15/16 / 09/15/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTAP	<u>Account Executive</u> Parkersburg House	<u>Sales Office</u> Parkersburg Nat
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 5518		<u>Advertiser Ref</u> 69700

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTAP	10/24/16	10/30/16	Daybreak @ 6a	6a-7a		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	M-W-F--	3			\$150.00					
N 2	WTAP	10/24/16	10/30/16	Today Show	7a-9a		:30				NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-T-T---	2			\$130.00					
N 3	WTAP	10/24/16	10/30/16	WTAP News @ Noon	12p-1230p		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-T-T---	2			\$125.00					
N 4	WTAP	10/24/16	10/30/16	News @ 5p M-F	5p-530p		:30				NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	M-W-F--	3			\$175.00					
N 5	WTAP	10/24/16	10/30/16	M-F 530p-6p	530p-6p		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-T-T---	2			\$100.00					
N 6	WTAP	10/24/16	10/30/16	News @ 6p M-F	559p-630p		:30				NM	3	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	M-W-F--	3			\$480.00					
N 7	WTAP	10/24/16	10/30/16	Wheel of Fortune M-F	7p-730p		:30				NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-T-T---	2			\$160.00					
N 8	WTAP	10/24/16	10/30/16	Jeopardy M-F	730p-8p		:30				NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	M-W-F--	3			\$160.00					
N 9	WTAP	10/24/16	10/30/16	News @ 11p M-F	11p-1135p		:30				NM	3	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-T-TF--	3			\$420.00					
N 10	WTAP	10/24/16	10/30/16	The Tonight Show	1135p-1235a		:30				NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	--W-F--	2			\$110.00					
N 11	WTAP	10/24/16	10/30/16	Monday Prime 2 Hour	8:00 PM-10:00 PM		:30				NM	1	\$595.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	M-----	1			\$595.00					
N 12	WTAP	10/25/16	10/30/16	M-F 1230p-1p	1230p-1p		:30				NM	3	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-TW-F--	3			\$65.00					

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

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<u>Contract Dates</u> 10/24/16 - 10/30/16	<u>Product</u> COLE FOR GOVERNOR	<u>Estimate #</u> EST 116 COLE BROADCAST
<u>Advertiser</u> Bill Cole For Governor		<u>Original Date / Revision</u> 09/15/16 / 09/15/16

*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>				
N 13	WTAP	10/24/16	10/30/16	Wednesday Prime Hr 1	8p-9p		:30				NM	1	\$445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$445.00				
N 14	WTAP	10/24/16	10/30/16	Sa Today	7a-9a		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$65.00				
N 15	WTAP	10/24/16	10/30/16	News @ 6p Sat	6p-630p		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$180.00				
N 16	WTAP	10/24/16	10/30/16	News @ 11p Sa	11p-1130p		:30				NM	1	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$370.00				
N 17	WTAP	10/24/16	10/30/16	News @ 11p Su	11p-1130p		:30				NM	1	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$370.00				
N 18	WTAP	10/24/16	10/30/16	Su Today	8a-9a		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$65.00				
N 19	WTAP	10/24/16	10/30/16	News @ 6p Sun	6p-630p		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$180.00				
N 20	WTAP	10/24/16	10/30/16	Sunday Night Football	Various		:30				NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$235.00				
Totals								0.00				37	\$8,105.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	37	\$8,105.00	(\$1,215.75)	\$6,889.25
Totals	37	\$8,105.00	(\$1,215.75)	\$6,889.25

Signature: _____ **Date:** _____

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