

# CONTRACT



**WTKR-TV**  
**720 Boush St**  
**Norfolk, VA 23510**  
**(757) 446-1000**

And:

**Targeted Platform Media LLC**  
**1291 Hollywood Ave.**  
**Annapolis, MD 21403**

<u>Contract / Revision</u> 313296 /		<u>Alt Order #</u> 08224112
<u>Product</u> <b>PRIORITIES USA</b>		
<u>Contract Dates</u> <b>09/20/16 - 09/26/16</b>		<u>Estimate #</u> <b>750/760/4557</b>
<u>Advertiser</u> <b>Priorities USA Action</b>		<u>Original Date / Revision</u> 04/07/16 / 04/07/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WTKR-TV</b>	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<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	Rtn	Type	Spots	Amount
N 1	3	09/20/16	09/26/16	M-F 11p-1135p	11:00 PM-11:35 PM		:30				NM	3	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--				3	\$560.00	0.00			
N 2	3	09/20/16	09/26/16	M-F 1135p-1235a	11:35 PM-12:37 AM		:30				NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--				5	\$175.00	0.00			
N 3	3	09/20/16	09/26/16	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	5	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--				5	\$435.00	0.00			
N 4	3	09/20/16	09/26/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--				5	\$415.00	0.00			
N 5	3	09/20/16	09/26/16	M-F 5a-6a	5:00 AM-6:00 AM		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--				5	\$200.00	0.00			
N 6	3	09/20/16	09/26/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	5	\$2,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--				5	\$445.00	0.00			
N 7	3	09/20/16	09/26/16	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	5	\$3,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--				5	\$605.00	0.00			
N 8	3	09/20/16	09/26/16	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	5	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--				5	\$345.00	0.00			
N 9	3	09/20/16	09/26/16	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	5	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--				5	\$270.00	0.00			
N 10	3	09/24/16	09/25/16	Sa-Su 11p-1135p	11:00 PM-11:35 PM		:30				NM	2	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/19/16	09/25/16	-----SS				2	\$310.00	0.00			
N 11	3	09/24/16	09/24/16	Saturday Prime Hour 3	10-11p 48hrs		:30				NM	1	\$610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1-				1	\$610.00	0.00			
N 12	3	09/25/16	09/25/16	Sunday Prime Hour 4	10-11p elementary		:30				NM	1	\$1,400.00

(\* 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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Week:		09/19/16	09/25/16	-----1				1	\$1,400.00	0.00			
N 13	3	09/25/16	09/25/16	Su 630-7p	6:30 PM-7:00 PM		:30				NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1				1	\$330.00	0.00			
N 14	3	09/25/16	09/25/16	Sunday Prime Hour 3	9-10p madam		:30				NM	1	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1				1	\$1,540.00	0.00			
<b>Totals</b>										0.00		49	\$20,630.00

Time Period	# of Spots	Gross Amount	Net Amount
08/29/16 - 09/25/16	40	\$17,180.00	\$14,603.00
09/26/16 - 09/26/16	9	\$3,450.00	\$2,932.50
<b>Totals</b>	49	\$20,630.00	\$17,535.50

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

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