



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

# CONTRACT

And:

**New Media Firm**  
**1322 G Street SE**  
**Washington, DC 20003**

<u>Contract / Revision</u> 382914 /		<u>Alt Order #</u>
<u>Product</u> 378-CANDIDATE		
<u>Contract Dates</u> 11/01/16 - 11/08/16	<u>Estimate #</u> 3575 GENTILE E3575 T	
<u>Advertiser</u> Gentile for OH Senate		<u>Original Date / Revision</u> 06/29/16 / 06/30/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTAP	<u>Account Executive</u> Parkersburg House	<u>Sales Office</u> Parkersburg Nat
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u> 9914371	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 5493		<u>Advertiser Ref</u> 68256

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTAP	11/01/16	11/08/16	Daybreak @ 6a	6a-7a		:30			NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	- 1111--				4	\$275.00			
	Week:	11/07/16	11/13/16	11-----				2	\$275.00			
N 2	WTAP	11/01/16	11/08/16	Today Show	7a-9a		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	- 1111--				4	\$300.00			
	Week:	11/07/16	11/13/16	11-----				2	\$300.00			
N 3	WTAP	11/01/16	11/08/16	Live with Kelly & Michael	9a-10a		:30			NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	- 1- 11--				3	\$80.00			
	Week:	11/07/16	11/13/16	- 1-----				1	\$80.00			
N 4	WTAP	11/01/16	11/07/16	Today Show II	10a-11a		:30			NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	- 1- 1---				2	\$60.00			
	Week:	11/07/16	11/13/16	1-----				1	\$60.00			
N 5	WTAP	11/01/16	11/04/16	Today Show 3	11a-12p		:30			NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	- 11- 1--				3	\$60.00			
N 6	WTAP	11/01/16	11/07/16	WTAP News @ Noon	12p-1230p		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	- 1- 1---				2	\$225.00			
	Week:	11/07/16	11/13/16	1-----				1	\$225.00			
N 7	WTAP	11/01/16	11/07/16	Days of Our Lives	1p-2p		:30			NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	- 1111--				4	\$90.00			
	Week:	11/07/16	11/13/16	1-----				1	\$90.00			
N 8	WTAP	11/01/16	11/07/16	M-F 3p-4p	3p-4p		:30			NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	- 1- 1---				2	\$90.00			
	Week:	11/07/16	11/13/16	1-----				1	\$90.00			
N 9	WTAP	11/01/16	11/07/16	News @ 5p M-F	5p-530p		:30			NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/31/16	11/06/16	- 1- 11--				3	\$575.00			
	Week:	11/07/16	11/13/16	1-----				1	\$575.00			
N 10	WTAP	11/02/16	11/07/16	M-F 530p-6p	530p-6p		:30			NM	2	\$200.00

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

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<u>Contract Dates</u> 11/01/16 - 11/08/16	<u>Product</u> 378-CANDIDATE	<u>Estimate #</u> 3575 GENTILE E3575 TV
<u>Advertiser</u> Gentile for OH Senate		<u>Original Date / Revision</u> 06/29/16 / 06/30/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	--1----				1	\$100.00			
Week:		11/07/16	11/13/16	1-----				1	\$100.00			
N 11	WTAP	11/01/16	11/07/16	News @ 6p M-F	559p-630p		:30			NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-11-1--				3	\$2,400.00			
Week:		11/07/16	11/13/16	1-----				1	\$2,400.00			
N 12	WTAP	11/01/16	11/07/16	Wheel of Fortune M-F	7p-730p		:30			NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-11-1--				3	\$325.00			
Week:		11/07/16	11/13/16	1-----				1	\$325.00			
N 13	WTAP	11/01/16	11/04/16	Jeopardy M-F	730p-8p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-1-11--				3	\$350.00			
N 14	WTAP	11/07/16	11/07/16	Monday Prime Hr 1	8p-9p		:30			NM	1	\$505.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/07/16	11/13/16	1-----				1	\$505.00			
N 15	WTAP	11/01/16	11/07/16	News @ 11p M-F	11p-1135p		:30			NM	3	\$5,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-1-1---				2	\$1,850.00			
Week:		11/07/16	11/13/16	1-----				1	\$1,850.00			
N 16	WTAP	11/01/16	11/07/16	The Tonight Show	1135p-1235a		:30			NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-1-1---				2	\$110.00			
Week:		11/07/16	11/13/16	1-----				1	\$110.00			
N 17	WTAP	11/01/16	11/04/16	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:		10/31/16	11/06/16	-11-1--				3	\$65.00			
N 18	WTAP	11/01/16	11/01/16	Tuesday Prime Hr 2	9p-10p		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-1-----				1	\$470.00			
N 19	WTAP	11/02/16	11/02/16	Wednesday Prime Hr 2	9p-10p		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	--1----				1	\$470.00			
N 20	WTAP	11/05/16	11/05/16	Sa Today	7a-9a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----2-				2	\$200.00			
N 21	WTAP	11/06/16	11/06/16	Su Today	8a-9a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----2				2	\$200.00			
N 22	WTAP	11/05/16	11/05/16	News @ 6p Sat	6p-630p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$675.00			
N 23	WTAP	11/05/16	11/05/16	Wheel of Fortune Sa	7p-730p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$200.00			
N 24	WTAP	11/05/16	11/05/16	Jeopardy Sa	730p-8p		:30			NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$190.00			
N 25	WTAP	11/06/16	11/06/16	News @ 6p Sun	6p-630p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/16	11/06/16	-----1				1	\$675.00			
N 26	WTAP	11/02/16	11/04/16	M-F 2p-3p	2p-3p		:30			NM	2	\$160.00

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Gentile for OH Senate	06/29/16 / 06/30/16

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Week:		10/31/16	11/06/16	-- 1- 1--				2	\$80.00			
<b>Totals</b>											72	\$30,195.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/08/16	72	\$30,195.00	(\$4,529.25)	\$25,665.75
<b>Totals</b>	72	\$30,195.00	(\$4,529.25)	\$25,665.75

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

