

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WGAL TV 8
HARRISBURG - LANCASTER - YORK PA

Date:

5/14/19

I, StrategMediaPlacement,

being/on behalf of: Matt Shirk,

a legally qualified candidate of the Republican

political party for the office of: Lebanon County Commissioner

in the Primary Election

election to be held on: 5.21.19

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
— See attached schedule —					

Attach proposed schedule with charges (if available):

26,355 gross

5/15-5/21/19

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Matt Shirk

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Alex Gamble, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5.13.19

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



WGAL
1300 Columbia Avenue
Lancaster, PA 17603
(717)393-5851

www.wgal.com

CONTRACT

<u>Contract / Revision</u> 1883130 /		<u>Alt Order #</u> 09514031
<u>Advertiser</u> Shirk/R/Commissioner		<u>Original Date / Revision</u> 05/14/19 / 05/14/19
<u>Contract Dates</u> 05/15/19 - 05/21/19	<u>Estimate #</u> 5913	
<u>Product</u> SS#33 REP/LEB COMMIS		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WGAL	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 179.60
<u>Agv Code</u> 9917037	<u>Advertiser Code</u> 1407	<u>Product 1/2</u> 2093
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Placement OH
7669 Stagers Loop
Delaware, OH 43015

Unless specified on the line levels below, the Class of Time purchased is Pre-emptible with Notice

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WGAL	05/15/19	05/15/19	M-F News 8 at 6a	6-7a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	--1----				1	\$575.00	5.00			
N 2	WGAL	05/21/19	05/21/19	NBC Today Show	7-9a		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/19	05/26/19	-2-----				2	\$600.00	4.40			
N 3	WGAL	05/18/19	05/18/19	NBC Saturday Today	7-9a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	-----1-				1	\$400.00	4.40			
N 4	WGAL	05/19/19	05/19/19	NBC Sunday Today	8-9a		:30				NM	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:		05/13/19	05/19/19	-----1				1	\$350.00	3.10			
N 5	WGAL	05/19/19	05/19/19	Sunday News 8 at 9a	9-10a		:30				NM	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:		05/13/19	05/19/19	-----1				1	\$350.00	3.20			
N 6	WGAL	05/19/19	05/19/19	NBC Meet the Press	10-11a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	-----1				1	\$400.00	2.50			
N 7	WGAL	05/19/19	05/19/19	PA NEWSMAKERS	SA/SU Morning		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	-----1				1	\$200.00	1.50			
N 8	WGAL	05/15/19	05/15/19	M-F 12-12:30p News	12-12:30p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	--1----				1	\$300.00	4.00			
N 9	WGAL	05/16/19	05/16/19	M-F 12-12:30p News	12-12:30p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	---1---				1	\$300.00	4.00			

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

This contract is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: www.hearst.com/newsroom/hearst-television-advertising-sales

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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WGAL
1300 Columbia Avenue
Lancaster, PA 17603
(717)393-5851

www.wgal.com

Contract / Revision	Alt Order #
1883130 /	09514031

Advertiser	Original Date / Revision
Shirk/R/Commissioner	05/14/19 / 05/14/19

Contract Dates	Product	Estimate #
05/15/19 - 05/21/19	SS#33 REP/LEB COMM	5913

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 10	WGAL	05/17/19	05/17/19	M-F 12-12:30p News	12-12:30p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	----1--				1	\$300.00	4.00			
N 11	WGAL	05/20/19	05/20/19	M-F 12-12:30p News	12-12:30p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/19	05/26/19	1-----				1	\$300.00	4.00			
N 12	WGAL	05/16/19	05/16/19	M-F News 8 at 6a	6-7a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	---1---				1	\$575.00	5.00			
N 13	WGAL	05/21/19	05/21/19	M-F 12-12:30p News	12-12:30p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/19	05/26/19	-1-----				1	\$300.00	4.00			
N 14	WGAL	05/15/19	05/15/19	M-F News 8 at 6p	6-630p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	--1----				1	\$950.00	6.90			
N 15	WGAL	05/16/19	05/16/19	M-F News 8 at 6p	6-630p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	---1---				1	\$950.00	6.90			
N 16	WGAL	05/17/19	05/17/19	M-F News 8 at 6p	6-630p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	----1--				1	\$950.00	6.90			
N 17	WGAL	05/20/19	05/20/19	M-F News 8 at 6p	6-630p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/19	05/26/19	1-----				1	\$950.00	6.90			
N 18	WGAL	05/15/19	05/15/19	M-Sun Nightly News	630-730p		:30				NM	1	\$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:		05/13/19	05/19/19	--1----				1	\$1,000.00	7.50			
N 19	WGAL	05/16/19	05/16/19	M-Sun Nightly News	630-730p		:30				NM	1	\$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:		05/13/19	05/19/19	---1---				1	\$1,000.00	7.50			
N 20	WGAL	05/20/19	05/20/19	M-Sun Nightly News	630-730p		:30				NM	1	\$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:		05/20/19	05/26/19	1-----				1	\$1,000.00	7.50			
N 21	WGAL	05/19/19	05/19/19	SU 6p News	6-630p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	-----1				1	\$600.00	6.00			
N 22	WGAL	05/17/19	05/17/19	M-F News 8 at 6a	6-7a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	----1--				1	\$575.00	5.00			
N 23	WGAL	05/20/19	05/20/19	MON THE VOICE	8-11P		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/19	05/26/19	1-----				1	\$2,000.00	5.00			
N 24	WGAL	05/15/19	05/15/19	CHICAGO FIRE	9-10p		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	--1----				1	\$1,300.00	4.80			

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Advertiser	Original Date / Revision
Shirk/R/Commissioner	05/14/19 / 05/14/19

Contract Dates	Product	Estimate #
05/15/19 - 05/21/19	SS#33 REP/LEB COMM	5913

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 25	WGAL	05/16/19	05/16/19	LAW AND ORDER	10-11p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	---1---				1	\$750.00	4.80			
N 26	WGAL	05/17/19	05/17/19	DATELINE	Prime Other		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	----1--				1	\$400.00	3.70			
N 27	WGAL	05/15/19	05/15/19	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$495.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	--1----				1	\$495.00	3.90			
N 28	WGAL	05/16/19	05/16/19	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$495.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	---1---				1	\$495.00	0.00			
N 29	WGAL	05/18/19	05/18/19	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$495.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	-----1-				1	\$495.00	3.90			
N 30	WGAL	05/19/19	05/19/19	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$495.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	-----1				1	\$495.00	3.90			
N 31	WGAL	05/20/19	05/20/19	M-Su News 8 at 11p	11-1135p		:30				NM	1	\$450.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/19	05/26/19	1-----				1	\$450.00	3.40			
N 32	WGAL	05/20/19	05/20/19	M-F News 8 at 6a	6-7a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/19	05/26/19	1-----				1	\$575.00	5.00			
N 33	WGAL	05/21/19	05/21/19	M-F News 8 at 6a	6-7a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/19	05/26/19	-1-----				1	\$575.00	5.00			
N 34	WGAL	05/15/19	05/15/19	NBC Today Show	7-9A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	--1----				1	\$600.00	4.80			
N 35	WGAL	05/16/19	05/16/19	NBC Today Show	7-9A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	---1---				1	\$600.00	4.80			
N 36	WGAL	05/17/19	05/17/19	NBC Today Show	7-9A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/13/19	05/19/19	----1--				1	\$600.00	4.80			
N 37	WGAL	05/20/19	05/20/19	NBC Today Show	7-9A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/19	05/26/19	1-----				1	\$600.00	4.80			
N 38	WGAL	05/19/19	05/19/19	Matter of Fact	Various		:30				NM	2	\$400.00

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/19 05/19/19 -----2 2 \$200.00 1.20													
N 39	WGAL	05/20/19	05/20/19	NBC Tonight Show	1135p-1235a		:30				NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/20/19 05/26/19 1----- 1 \$300.00 0.00													
N 40	WGAL	05/18/19	05/18/19	Preakness	5-630p		:30				NM	1	\$1,100.00
Class of Time - Immediately Pre-emptible without notice													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/19 05/19/19 -----1- 1 \$1,100.00 0.00													
N 41	WGAL	05/18/19	05/18/19	NHL PLAYOFFS PRIME	7-11p		:30				NM	1	\$600.00
Class of Time - Immediately Pre-emptible without notice													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/19 05/19/19 -----1- 1 \$600.00 0.00													
Totals										179.60		43	\$26,355.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/19 - 05/21/19	43	\$26,355.00	(\$3,953.25)	\$22,401.75
Totals	43	\$26,355.00	(\$3,953.25)	\$22,401.75

Signature: _____ **Date:** _____

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

This contract is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: www.hearst.com/newsroom/hearst-television-advertising-sales

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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.