



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

CONTRACT

<u>Contract / Revision</u> 408775 /		<u>Alt Order #</u>
<u>Product</u> MCKINLEY FOR CONGRESS		
<u>Contract Dates</u> 10/19/16 - 10/25/16		<u>Estimate #</u> 1447
<u>Advertiser</u> McKinley Daved MCDV		<u>Original Date / Revision</u> 08/26/16 / 08/29/16
<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 Na
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u> 9912521	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 5623	<u>Advertiser Ref</u> 30355	

And:

Strategic Media Services
1911 N Ft Myer Drive
Ste 400
Arlington, VA 22209

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTAP	10/19/16	10/25/16	Daybreak @ 6a	6a-7a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/17/16	10/23/16	--WTF--				3	\$150.00			
	Week:	10/24/16	10/30/16	MT-----				2	\$150.00			
N 2	WTAP	10/19/16	10/25/16	News @ 6p M-F	559p-630p		:30			NM	5	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/17/16	10/23/16	--WTF--				3	\$480.00			
	Week:	10/24/16	10/30/16	MT-----				2	\$480.00			
N 3	WTAP	10/19/16	10/25/16	Wheel of Fortune M-F	7p-730p		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/17/16	10/23/16	--W-F--				2	\$75.00			
	Week:	10/24/16	10/30/16	M-----				1	\$75.00			
N 4	WTAP	10/19/16	10/25/16	Jeopardy M-F	730p-8p		:30			NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/17/16	10/23/16	--WT---				2	\$80.00			
	Week:	10/24/16	10/30/16	MT-----				2	\$80.00			
N 5	WTAP	10/19/16	10/25/16	News @ 11p M-F	11p-1135p		:30			NM	5	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/17/16	10/23/16	--WTF--				3	\$420.00			
	Week:	10/24/16	10/30/16	MT-----				2	\$420.00			
N 6	WTAP	10/22/16	10/22/16	News @ 6p Sat	6p-630p		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/17/16	10/23/16	-----S-				1	\$80.00			
N 7	WTAP	10/23/16	10/23/16	News @ 11p Su	11p-1130p		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/17/16	10/23/16	-----S				1	\$70.00			
N 8	WTAP	10/23/16	10/23/16	News @ 6p Sun	6p-630p		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/17/16	10/23/16	-----S				1	\$80.00			
N 9	WTAP	10/23/16	10/23/16	Sunday Night Football	Various		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/17/16	10/23/16	-----S				1	\$225.00			
Totals											26	\$6,250.00

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

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising



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<u>Advertiser</u> McKinley Daved MCDV	<u>Original Date / Revision</u> 08/26/16 / 08/29/16
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<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Agency Comm.</u>	<u>Net Amount</u>
09/26/16 - 10/25/16	26	\$6,250.00	(\$937.50)	\$5,312.50
Totals	26	\$6,250.00	(\$937.50)	\$5,312.50

Signature: _____ **Date:** _____

