



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

# CONTRACT

And:

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

<u>Contract / Revision</u> 408792 /		<u>Alt Order #</u>
<u>Product</u> <b>MCKINLEY FOR CONGRESS</b>		
<u>Contract Dates</u> <b>10/26/16 - 11/01/16</b>	<u>Estimate #</u> <b>1448 - MCKINLEY TV 1</b>	
<u>Advertiser</u> <b>McKinley Daved MCDV</b>		<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> <b>WTAP</b>	<u>Account Executive</u> Parkersburg House	<u>Sales Office</u> Parkersburg Nat
<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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTAP	10/26/16	11/01/16	Early Daybreak @ 530a	530a-6a		:30			NM	3	\$75.00
		<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	----F--				1	\$25.00			
	Week:	10/31/16	11/06/16	MT-----				2	\$25.00			
N 2	WTAP	10/26/16	11/01/16	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:	10/24/16	10/30/16	--WTF--				3	\$150.00			
	Week:	10/31/16	11/06/16	MT-----				2	\$150.00			
N 3	WTAP	10/26/16	11/01/16	WTAP News @ Noon	12p-1230p		:30			NM	2	\$120.00
		<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---				1	\$60.00			
	Week:	10/31/16	11/06/16	-T-----				1	\$60.00			
N 4	WTAP	10/26/16	11/01/16	News @ 5p M-F	5p-530p		:30			NM	2	\$350.00
		<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	---TF--				2	\$175.00			
	Week:	10/31/16	11/06/16	-----				0	\$175.00			
N 5	WTAP	10/26/16	11/01/16	News @ 6p M-F	559p-630p		:30			NM	4	\$1,920.00
		<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	---TF--				2	\$480.00			
	Week:	10/31/16	11/06/16	MT-----				2	\$480.00			
N 6	WTAP	10/26/16	11/01/16	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	--W----				1	\$160.00			
	Week:	10/31/16	11/06/16	M-----				1	\$160.00			
N 7	WTAP	10/26/16	11/01/16	Jeopardy M-F	730p-8p		:30			NM	1	\$160.00
		<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---				1	\$160.00			
	Week:	10/31/16	11/06/16	-----				0	\$160.00			
N 8	WTAP	10/26/16	11/01/16	News @ 11p M-F	11p-1135p		:30			NM	4	\$1,680.00
		<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	\$420.00			
	Week:	10/31/16	11/06/16	MT-----				2	\$420.00			
N 9	WTAP	10/31/16	10/31/16	Monday Prime Hr 2	9p-10p		:30			NM	1	\$325.00
		<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	M-----				1	\$325.00			
N 10	WTAP	10/29/16	10/29/16	News @ 6p Sat	6p-630p		:30			NM	1	\$80.00

(\* 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>Contract / Revision</u> 408792 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/26/16 - 11/01/16	<u>Product</u> MCKINLEY FOR CONG	<u>Estimate #</u> 1448 - MCKINLEY TV 10.2
<u>Advertiser</u> McKinley Daved MCDV		<u>Original Date / Revision</u> 08/26/16 / 08/29/16

*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:		10/24/16	10/30/16	-----S-				1	\$80.00			
N 11	WTAP	10/29/16	10/29/16	News @ 11p Sa	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:		10/24/16	10/30/16	-----S-				1	\$70.00			
N 12	WTAP	10/30/16	10/30/16	Meet The Press	9a-10a		:30			NM	1	\$25.00
		<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	\$25.00			
N 13	WTAP	10/30/16	10/30/16	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:		10/24/16	10/30/16	-----S				1	\$70.00			
N 14	WTAP	10/30/16	10/30/16	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:		10/24/16	10/30/16	-----S				1	\$80.00			
N 15	WTAP	10/30/16	10/30/16	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:		10/24/16	10/30/16	-----S				1	\$225.00			
<b>Totals</b>											<b>30</b>	<b>\$6,250.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	19	\$3,555.00	(\$533.25)	\$3,021.75
10/31/16 - 11/01/16	11	\$2,695.00	(\$404.25)	\$2,290.75
<b>Totals</b>	<b>30</b>	<b>\$6,250.00</b>	<b>(\$937.50)</b>	<b>\$5,312.50</b>

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

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