

# CONTRACT

951



**WLS-TV**  
 190 North State Street  
 Chicago, IL 60601  
 (312) 750-7777

**ABC 7 CHICAGO**

<http://abclocal.go.com/wis>

And:

**Strategic Media Services, Inc.**  
 1911 North Fort Myer Drive  
 Arlington, VA 22209

<b>Contract / Revision</b> 151951 /		<b>Alt Order #</b> WOC10491886
<b>Product</b> JERRY LONG HD76/HRO		
<b>Contract Dates</b> 10/25/16 - 10/31/16		<b>Estimate #</b> 2394
<b>Advertiser</b> Elect Jerry Long		<b>Original Date / Revision</b> 10/24/16 / 10/25/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> WLS-TV	<b>Account Executive</b> Dee Parker	<b>Sales Office</b> Philadelphia NT
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>Agency Code</b>	<b>Advertiser Code</b> 138	<b>Product 1/2</b> 167
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLS	10/25/16	10/28/16	ABC7 News @ 5a M-F	5a-6a		:30				NM	4	\$3,040.00
		<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	-1111--				4	\$760.00				
N 2	WLS	10/31/16	10/31/16	ABC7 News @ 5a M-F	5a-6a		:30				NM	1	\$760.00
		<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	\$760.00				
N 3	WLS	10/26/16	10/28/16	ABC7 News @ M-F 6a	6a-7a		:30				NM	2	\$3,040.00
		<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	--1-1--				2	\$1,520.00				
N 4	WLS	10/31/16	10/31/16	ABC7 News @ M-F 6a	6a-7a		:30				NM	1	\$1,520.00
		<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	\$1,520.00				
N 5	WLS	10/25/16	10/28/16	GMA M-F 7-9a	7a-9a		:30				NM	6	\$9,120.00
		<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	-2121--				6	\$1,520.00				
N 6	WLS	10/31/16	10/31/16	GMA M-F 7-9a	7a-9a		:30				NM	2	\$3,040.00
		<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	\$1,520.00				
N 7	WLS	10/30/16	10/30/16	ABC7 News Su @ 6a	6a-7a		:30				NM	1	\$570.00
		<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	-----1				1	\$570.00				
N 8	WLS	10/30/16	10/30/16	ABC7 News Su 5a	5a-6a		:30				NM	1	\$240.00
		<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	-----1				1	\$240.00				
N 9	WLS	10/30/16	10/30/16	GMA Su 7-8a	7a-8a		:30				NM	1	\$1,140.00
		<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	-----1				1	\$1,140.00				
N 10	WLS	10/29/16	10/29/16	ABC7 News Sa @ 6a	6a-7a		:30				NM	1	\$600.00
		<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	-----1-				1	\$600.00				
N 11	WLS	10/29/16	10/29/16	8a-10a Sa Local news	8a-10a		:30				NM	1	\$1,140.00
		<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	-----1-				1	\$1,140.00				
N 12	WLS	10/30/16	10/30/16	ABC7 News Su @ 8a	8a-10a		:30				NM	1	\$1,045.00

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

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 Chicago, IL 60601  
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<u>Contract / Revision</u> 151951 /		<u>Alt Order #</u> WOC10491886
<u>Contract Dates</u> 10/25/16 - 10/31/16		<u>Product</u> JERRY LONG HD76/HR
		<u>Estimate #</u> 2394
<u>Advertiser</u> Elect Jerry Long		<u>Original Date / Revision</u> 10/24/16 / 10/25/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	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	-----1				1	\$1,045.00				
N 13	WLS	10/26/16	10/28/16	ABC7 News @ 4p M-F	4p-5p		:30				NM	2	\$3,420.00
		<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	--1-1--				2	\$1,710.00				
N 14	WLS	10/25/16	10/27/16	ABC7 News @ 5p M-F	5p-530p		:30				NM	2	\$4,750.00
		<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	-1-1---				2	\$2,375.00				
N 15	WLS	10/31/16	10/31/16	ABC7 News @ 5p M-F	5p-530p		:30				NM	1	\$2,375.00
		<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	\$2,375.00				
N 16	WLS	10/25/16	10/28/16	ABC7 News @ 6p M-F	6p-630p		:30				NM	4	\$14,400.00
		<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	-1.1.1--				4	\$3,600.00				
N 17	WLS	10/31/16	10/31/16	ABC7 News @ 6p M-F	6p-630p		:30				NM	1	\$3,600.00
		<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	1-----				1	\$3,600.00				
N 18	WLS	10/25/16	10/28/16	The View	10a-11a		:30				NM	2	\$2,660.00
		<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	-1--1--				2	\$1,330.00				
N 19	WLS	10/27/16	10/27/16	The Chew	12p-1p		:30				NM	1	\$1,045.00
		<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	---1---				1	\$1,045.00				
N 20	WLS	10/31/16	10/31/16	The Chew	12p-1p		:30				NM	1	\$1,045.00
		<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	\$1,045.00				
N 21	WLS	10/25/16	10/28/16	Live With Kelly and Michael	9a-10a		:30				NM	2	\$1,900.00
		<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	-1--1--				2	\$950.00				
N 22	WLS	10/31/16	10/31/16	Live With Kelly and Michael	9a-10a		:30				NM	1	\$700.00
		<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	\$700.00				
N 23	WLS	10/25/16	10/26/16	General Hospital	2p-3p		:30				NM	2	\$2,470.00
		<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	-11----				2	\$1,235.00				
N 24	WLS	10/25/16	10/27/16	ABC7 News	11a-12p		:30				NM	3	\$2,850.00
		<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	-1.1.1--				3	\$950.00				
N 25	WLS	10/31/16	10/31/16	ABC7 News	11a-12p		:30				NM	1	\$950.00
		<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	\$950.00				
N 26	WLS	10/25/16	10/28/16	Windy City Live	1p-2p		:30				NM	3	\$1,800.00
		<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	-1.1-1--				3	\$600.00				
N 27	WLS	10/31/16	10/31/16	Windy City Live	1p-2p		:30				NM	1	\$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	1-----				1	\$450.00				
N 28	WLS	10/25/16	10/28/16	Wheel of Fortune	626p-656p		:30				NM	3	\$11,400.00
		<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	-1-11--				3	\$3,800.00				
N 29	WLS	10/31/16	10/31/16	Wheel of Fortune	626p-656p		:30				NM	1	\$3,800.00
		<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	1-----				1	\$3,800.00				

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<u>Contract / Revision</u> 151951 /	<u>Alt Order #</u> WOC10491886
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<u>Contract Dates</u> 10/25/16 - 10/31/16	<u>Product</u> JERRY LONG HD76/HR	<u>Estimate #</u> 2394
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<u>Advertiser</u> Elect Jerry Long	<u>Original Date / Revision</u> 10/24/16 / 10/25/16
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	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	\$3,800.00				
N 30	WLS	10/25/16	10/28/16	ABC7 News @ 10p M-F	M-F 10-1035P		:30				NM	3	\$8,925.00
		<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	-1-11--				3	\$2,975.00				
N 31	WLS	10/31/16	10/31/16	ABC7 News @ 10p M-F	M-F 10-1035P		:30				NM	1	\$3,200.00
		<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	\$3,200.00				
N 32	WLS	10/26/16	10/27/16	Kimmel	1035p-1137p		:30				NM	2	\$2,850.00
		<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	--11---				2	\$1,425.00				
N 33	WLS	10/25/16	10/25/16	Nightline	1137p-1208a		:30				NM	1	\$760.00
		<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	-1-----				1	\$760.00				
N 34	WLS	10/31/16	10/31/16	Nightline	1137p-1208a		:30				NM	1	\$760.00
		<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	\$760.00				
N 35	WLS	10/26/16	10/28/16	Jeopardy	330p-4p		:30				NM	2	\$2,470.00
		<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	--1-1--				2	\$1,235.00				
N 36	WLS	10/31/16	10/31/16	Jeopardy	330p-4p		:30				NM	1	\$1,235.00
		<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	\$1,235.00				
							<b>Totals</b>	0.00				64	\$105,070.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	50	\$81,635.00	(\$12,245.25)	\$69,389.75
10/31/16 - 10/31/16	14	\$23,435.00	(\$3,515.25)	\$19,919.75
<b>Totals</b>	64	\$105,070.00	(\$15,760.50)	\$89,309.50

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

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