



WGTV
8513 M-72 West
Traverse City, MI 49684
(231) 947-7770

CONTRACT

<u>Contract / Revision</u> 1041576 /		<u>Alt Order #</u> 09294114
<u>Advertiser</u> Leonard for Att Gen		<u>Original Date / Revision</u> 10/23/18 / 10/25/18
<u>Contract Dates</u> 10/24/18 - 10/30/18	<u>Estimate #</u> 5758	
<u>Product</u> LEONARD FOR ATT GEN		
<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WGTV	<u>Account Executive</u> Washington DC HRP	<u>Sales Office</u> HRP Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> GENERAL	
<u>Agy Code</u>	<u>Advertiser Code</u> 1347	<u>Product 1/2</u> 2031
<u>Agency Ref</u> 6365	<u>Advertiser Ref</u> 3008000	

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WGTV	10/29/18	10/29/18	Good Morning America	7:00 AM-9:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/18	11/04/18	1-----	1			\$60.00				
N 2	WGTV	10/29/18	10/29/18	Monday Prime Other/Spec	8:00 PM-10:00 PM		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/18	11/04/18	1-----	1			\$200.00				
N 3	WGTV	10/28/18	10/28/18	Sunday 8p-9p	8:00 PM-9:00 PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1	1			\$200.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WGTV	10/22/18-10/28/18	Sunday 8p-9p	8:00 PM-9:00 PM	-----Su	:30		\$200.00	NM		
	See MG 3.2											
	2	WGTV	10/22/18-10/28/18	Sunday 8p-9p	8:00 PM-9:00 PM	-----Su	:30		\$300.00	NM		
	(M) MG for 3.1,5.1,9.1											
N 4	WGTV	10/30/18	10/30/18	Good Morning America	7:00 AM-9:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/18	11/04/18	-1-----	1			\$60.00				
N 5	WGTV	10/24/18	10/24/18	Good Morning America	7:00 AM-9:00 AM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	--1----	1			\$60.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WGTV	10/22/18-10/28/18	Good Morning America	7:00 AM-9:00 AM	---W-----	:30		\$60.00	NM		
	See MG 3.2											
N 6	WGTV	10/25/18	10/25/18	Good Morning America	7:00 AM-9:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	---1---	1			\$60.00				
N 7	WGTV	10/26/18	10/26/18	Good Morning America	7:00 AM-9:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--	1			\$60.00				
N 8	WGTV	10/27/18	10/27/18	GMA Sat	8:00 AM-9:00 AM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-	1			\$40.00				
N 9	WGTV	10/28/18	10/28/18	GMA Sun	8:00 AM-9:00 AM		:30			NM	0	\$0.00

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

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



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Advertiser	Original Date / Revision
Leonard for Att Gen	10/23/18 / 10/25/18

Contract Dates	Product	Estimate #
10/24/18 - 10/30/18	LEONARD FOR ATT GE	5758

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1				1	\$40.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WGTV	10/22/18-10/28/18	GMA Sun	8:00 AM-9:00 AM	-----Su	:30		\$40.00	NM		
See MG 3.2												
N 10	WGTV	10/28/18	10/28/18	This Week	9:00 AM-10:00 AM		:30			NM	1	\$75.00
											1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1				1	\$75.00			
N 11	WGTV	10/29/18	10/29/18	M-F ABC World News	7:00 PM-7:30 PM		:30			NM	1	\$350.00
											1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	1-----				1	\$350.00			
N 12	WGTV	10/24/18	10/26/18	Late News	11:00 PM-11:35 PM		:30			NM	1	\$25.00
											10	\$1,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-- WTF--				1	\$25.00			
Totals												

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/31/18	10	\$1,230.00	(\$184.50)	\$1,045.50
Totals	10	\$1,230.00	(\$184.50)	\$1,045.50

Signature: _____ **Date:** _____

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at ...http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

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