

CONTRACT



WRIC
301 Arboretum Place
Richmond, VA 23236
(804) 330-8888

<u>Contract / Revision</u> 1196753 /		<u>Alt Order #</u> 25702696
<u>Product</u> Candidate		
<u>Contract Dates</u> 08/30/17 - 09/05/17		<u>Estimate #</u> 3094
<u>Advertiser</u> POL/Gillespie for Governor		<u>Original Date / Revision</u> 08/29/17 / 08/29/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRIC	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 9912521	<u>Advertiser Code</u> 277	<u>Product 1/2</u> 357
<u>Agency Ref</u> IN13871/SP2622/AL11		<u>Advertiser Ref</u>

And:

Strategic Media Services
1911 North Fort Myer Drive
Suite 400
Arlington, VA 22209
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRIC	08/30/17	08/30/17	Good Morning Richmond 430430-5a			:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	--W----				1	\$40.00				
N 2	WRIC	08/31/17	08/31/17	Good Morning Richmond 430430-5a			:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$40.00				
N 3	WRIC	09/01/17	09/01/17	Good Morning Richmond 430430-5a			:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	----F--				1	\$40.00				
N 4	WRIC	09/04/17	09/04/17	Good Morning Richmond 430430-5a			:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	M-----				1	\$40.00				
N 5	WRIC	09/05/17	09/05/17	Good Morning Richmond 430430-5a			:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	-T-----				1	\$40.00				
N 6	WRIC	08/30/17	08/30/17	Good Morning Richmond 5 5-530a			:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	--W----				1	\$150.00				
N 7	WRIC	08/31/17	08/31/17	Good Morning Richmond 5 5-530a			:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$150.00				
N 8	WRIC	09/04/17	09/04/17	Good Morning Richmond 5 5-530a			:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	M-----				1	\$150.00				
N 9	WRIC	09/05/17	09/05/17	Good Morning Richmond 5 5-530a			:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	-T-----				1	\$150.00				
N 10	WRIC	09/01/17	09/01/17	Good Morning Richmond 530530-6a			:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	----F--				1	\$225.00				

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

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<u>Contract / Revision</u> 1196753 /	<u>Alt Order #</u> 25702696
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<u>Contract Dates</u> 08/30/17 - 09/05/17	<u>Product</u> Candidate	<u>Estimate #</u> 3094
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<u>Advertiser</u> POL/Gillespie for Govern	<u>Original Date / Revision</u> 08/29/17 / 08/29/17
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WRIC	09/05/17	09/05/17	Good Morning Richmond 530530-6a			:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	-T-----				1	\$225.00				
N 12	WRIC	09/02/17	09/02/17	Good Morning Richmond WK6-7a			:30				NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	-----S-				1	\$90.00				
N 13	WRIC	09/02/17	09/02/17	GMA Saturday	7-8a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	-----S-				1	\$225.00				
N 14	WRIC	09/03/17	09/03/17	Good Morning America Su	7-8a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	-----S				1	\$175.00				
N 15	WRIC	09/03/17	09/03/17	Good Morning Richmond 8	8-9a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	-----S				1	\$175.00				
N 16	WRIC	08/30/17	08/30/17	TV8 News @9	9-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	--W----				1	\$250.00				
N 17	WRIC	08/31/17	08/31/17	TV8 News @9	9-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$250.00				
N 18	WRIC	09/01/17	09/01/17	TV8 News @9	9-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	----F--				1	\$250.00				
N 19	WRIC	09/04/17	09/04/17	TV8 News @9	9-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	M-----				1	\$250.00				
N 20	WRIC	09/05/17	09/05/17	TV8 News @9	9-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	-T-----				1	\$250.00				
N 21	WRIC	09/05/17	09/05/17	TV8 News @ Noon	12-1230p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	-T-----				1	\$200.00				
N 22	WRIC	08/30/17	08/30/17	M-F 4-5p	4-5p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	--W----				1	\$200.00				
N 23	WRIC	08/31/17	08/31/17	M-F 4-5p	4-5p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$200.00				
N 24	WRIC	09/01/17	09/01/17	M-F 4-5p	4-5p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	----F--				1	\$200.00				
N 25	WRIC	09/04/17	09/04/17	M-F 4-5p	4-5p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	M-----				1	\$200.00				
N 26	WRIC	09/05/17	09/05/17	M-F 4-5p	4-5p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	-T-----				1	\$200.00				

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 27	WRIC	08/30/17	08/30/17	TV8 News @ 5	5-530p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	--W----				1	\$175.00				
N 28	WRIC	08/31/17	08/31/17	TV8 News @ 5	5-530p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$175.00				
N 29	WRIC	09/04/17	09/04/17	TV8 News @ 5	5-530p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	M-----				1	\$175.00				
N 30	WRIC	09/05/17	09/05/17	TV8 News @ 5	5-530p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	-T-----				1	\$175.00				
N 31	WRIC	08/30/17	08/30/17	TV8 News @530p	530-6p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	--W----				1	\$200.00				
N 32	WRIC	08/31/17	08/31/17	TV8 News @530p	530-6p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$200.00				
N 33	WRIC	09/04/17	09/04/17	TV8 News @530p	530-6p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	M-----				1	\$200.00				
N 34	WRIC	08/30/17	08/30/17	TV8 News @ 6p	6-630p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	--W----				1	\$400.00				
N 35	WRIC	08/31/17	08/31/17	TV8 News @ 6p	6-630p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$400.00				
N 36	WRIC	09/01/17	09/01/17	TV8 News @ 6p	6-630p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	----F--				1	\$400.00				
D 37	WRIC	09/02/17	09/02/17	ABC World News WKND	ABC World News v		:30				NM	0	\$0.00
N 38	WRIC	09/03/17	09/03/17	TV8 News @ 6 Su	6-630p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	-----S				1	\$325.00				
N 39	WRIC	08/31/17	08/31/17	M-F Wheel 7-730p	7-730p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$600.00				
N 40	WRIC	09/04/17	09/04/17	M-F Wheel 7-730p	7-730p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	M-----				1	\$600.00				
N 41	WRIC	08/30/17	08/30/17	TV8 News @ 11	11-1135p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	--W----				1	\$400.00				
N 42	WRIC	09/01/17	09/01/17	TV8 News @ 11	11-1135p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	----F--				1	\$400.00				
N 43	WRIC	08/30/17	08/30/17	Jimmy Kimmel	1135-1237		:30				NM	1	\$125.00

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1196753 /	25702696

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/30/17 - 09/05/17	Candidate	3094

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Gillespie for Govern	08/29/17 / 08/29/17

*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:		08/28/17	09/03/17	--W----				1	\$125.00				
N 44	WRIC	08/31/17	08/31/17	Jimmy Kimmel	1135-1237		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$125.00				
N 45	WRIC	09/01/17	09/01/17	Jimmy Kimmel	1135-1237		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	----F--				1	\$125.00				
N 46	WRIC	09/05/17	09/05/17	Jimmy Kimmel	1135-1237		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	-T-----				1	\$125.00				
N 47	WRIC	08/31/17	08/31/17	ABC News Nightline	1237-10630a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$75.00				
N 48	WRIC	09/01/17	09/01/17	ABC News Nightline	1237-10630a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	----F--				1	\$75.00				
N 49	WRIC	09/04/17	09/04/17	ABC News Nightline	1237-10630a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	M-----				1	\$75.00				
N 50	WRIC	09/05/17	09/05/17	ABC News Nightline	1237-10630a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	-T-----				1	\$75.00				
N 51	WRIC	09/03/17	09/03/17	Su 1135p-1235x	Su 1135p-1235x		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	-----S				1	\$100.00				
N 52	WRIC	09/03/17	09/03/17	Virginia Tech Football	Virginia Tech Footb		:30				NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	-----S				1	\$7,000.00				
N 53	WRIC	09/03/17	09/03/17	Su 1235x-135x	Su 1235x-135x		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	-----S				1	\$85.00				
N 54	WRIC	08/31/17	08/31/17	M-F 3p-4p	M-F 3p-4p		:30				NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/17	09/03/17	---T---				1	\$135.00				
Totals								0.00				53	\$17,310.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/28/17 -09/05/17	53	\$17,310.00	(\$2,596.50)	\$14,713.50
Totals	53	\$17,310.00	(\$2,596.50)	\$14,713.50

Signature: _____ Date: _____

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

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

LIN Television Corporation 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. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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125 West 55th St
New York, NY 10019

Contract # 25702696	Changes as of: 8/29/2017 at 10:48 AM	Version: Highlighting Rev
CPE: 277/357/3094	Flight: 8/30/17 - 9/5/17	Station: WRIC
Agency: STRATEGIC MEDIA SERVICES	Advertiser: GILLESPIE, ED	Market: Richmond
1911 NORTH FT MYER DRIVE	Product: Candidate	Office: WASHINGTON
SUITE 400	Agency Order #: 6475450	Primary Demo: Adults 35+
ARLINGTON, VA 20009	Buyer: Irvin, Michelle	Con Type: POLITICAL/VO
	Salesperson: ALEXANDRA BRADLEY 202-955-5342	Assistant: ALEXANDRA B 202-955-5342

Comments: NEW ORDER. PLS CHCK AND CNF. T&R

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/30 - 9/5							
							8/30	8/31	9/1	9/2	9/3	9/4	9/5	
REV+ 1	W-F,M-Tu 4:30a-5a	3	GM RICHMN-430A	\$40.00	0	30	1	0	1	1	0	0	1	1
Target 200118 Index: 96, Nielsen: 0.9														
2	W-F,M-Tu 5a-5:30a		GM RICHMOND-5A	\$150.00	0	30	1	1	0	0	0	1	1	
Target 200118 Index: 95, Nielsen: 1.6														
3	W-F,M-Tu 5:30a-6a		GM RICHMN-530A	\$225.00	0	30	0	0	1	0	0	0	1	
Target 200118 Index: 96, Nielsen: 1.9														
4	Sa 6a-7a		GDMRNRCH WK-ED	\$90.00	0	30	0	0	0	1	0	0	0	
Target 200118 Index: 95, Nielsen: 1.6 Changes: Rate from 125 to 90														
5	Sa 7a-8a		GD MRN-SAT-ABC	\$225.00	0	30	0	0	0	1	0	0	0	
Target 200118 Index: 90, Nielsen: 2.1														
6	Su 7a-8a		GD MRN-SUN-ABC	\$175.00	0	30	0	0	0	0	1	0	0	
Target 200118 Index: 98, Nielsen: 2.4 Changes: Rate from 225 to 175														
7	Su 8a-9a		GDMRN RICH WKD	\$175.00	0	30	0	0	0	0	1	0	0	
Target 200118 Index: 99, Nielsen: 2.8 Changes: Rate from 250 to 175														
8	W-F,M-Tu 9a-10a		8 NEWS AT 9AM	\$250.00	0	30	1	1	1	0	0	1	1	
Target 200118 Index: 95, Nielsen: 2.6														
9	W-F,M-Tu 12n-12:30p		TV 8 NWS-NOON	\$200.00	0	30	0	0	0	0	0	0	1	
Target 200118 Index: 90, Nielsen: 2.1														
10	W-F,M-Tu 4p-5p		DR. PHIL	\$200.00	0	30	1	1	1	0	0	1	1	
Target 200118 Index: 97, Nielsen: 2.6														
11	W-F,M-Tu 5p-5:30p		8 NEWS AT 5PM	\$175.00	0	30	1	1	0	0	0	1	1	
Target 200118 Index: 92, Nielsen: 1.8 Changes: Rate from 250 to 175														
REV+ 12	W-F,M-Tu 5:30p-6p		8 NEWS-5:30PM	\$200.00	0	30	0	1	1	0	0	0	1	0
Target 200118 Index: 92, Nielsen: 2.0 Changes: Rate from 300 to 200														



125 West 55th St
New York, NY 10019

Contract # 25702696	Changes as of: 8/29/2017 at 10:48 AM	Version: Highlighting Re
CPE: 277/357/3094	Flight: 8/30/17 - 9/5/17	Station: WRIC
Agency: STRATEGIC MEDIA SERVICES	Advertiser: GILLESPIE, ED	Market: Richmond
1911 NORTH FT MYER DRIVE	Product: Candidate	Office: WASHINGTON
SUITE 400	Agency Order #: 6475450	Primary Demo: Adults 35+
ARLINGTON, VA 20009	Buyer: Irvin, Michelle	Con Type: POLITICAL/VO
	Salesperson: ALEXANDRA BRADLEY 202-955-5342	Assistant: ALEXANDRA B 202-955-5342

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/30 - 9/5							
							8/30	8/31	9/1	9/2	9/3	9/4	9/5	
REV+ 13	W-F,M-Tu 6p-6:30p	3	8 NEWS AT 6	\$400.00	0	30	1	1	0	1	0	0	0	
Target 200118 Index: 93. Nielsen: 2.8 Changes: Rate from 500 to 400														
14	Sa 6:30p-7p		ABC-NWS SAT	\$225.00	0	30	0	0	0	1	0	0	0	
Target 200118 Index: 92. Nielsen: 4.0														
15	Su 6p-6:30p		8 NEWS AT 6	\$325.00	0	30	0	0	0	0	1	0	0	
Target 200118 Index: 96. Nielsen: 4.4														
16	W-F,M-Tu 7p-7:30p		WHEEL-FORTNE	\$600.00	0	30	0	1	0	0	0	1	0	
Target 200118 Index: 94. Nielsen: 4.6														
17	W-F,M-Tu 11p-11:30p		8 NEWS LATE	\$400.00	0	30	1	0	1	0	0	0	0	
Target 200118 Index: 105. Nielsen: 2.4														
18	W-F,M-Tu 11:30p-12:30a		JIMMY KIMMEL	\$125.00	0	30	1	1	1	0	0	0	1	
Target 200118 Index: 104. Nielsen: 1.2														
19	W-F,M-Tu 12:30a-1a		NIGHTLINE	\$75.00	0	30	0	1	1	0	0	1	1	
Target 200118 Index: 104. Nielsen: 1.2														
20	Su 11:30p-12:30a		SCANDAL	\$100.00	0	30	0	0	0	0	1	0	0	
Target 200118 Index: 97. Nielsen: 0.6														
21	Sa 8p-11:30p	2	WV VS VT FOOTBALL	\$7,000.00	0	30	0	0	0	1	0	0	0	
Target 200118 Index: 102. Nielsen: 4.3														
REV+ 22	Sa 12:35a-1:35a		Castle	\$85.00	0.0	30	0	0	0	0	0	1	0	0
REV+ 23	M-F 3p-4p		Dr oz	\$135.00	0.0	30	0	0	0	0	0	0	0	0
TOTALS:							9	11	8	4	5	8	9	

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125 West 55th St
New York, NY 10019

Contract # 25702696	Changes as of: 8/29/2017 at 10:48 AM	Version: Highlighting Rev
CPE: 277/357/3094	Flight: 8/30/17 - 9/5/17	Station: WRIC
Agency: STRATEGIC MEDIA SERVICES 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009	Advertiser: GILLESPIE, ED Product: Candidate	Market: Richmond Office: WASHINGTON
	Agency Order #: 6475450	Primary Demo: Adults 35+
	Buyer: Irvin, Michelle	Con Type: POLITICAL/VO
	Salesperson: ALEXANDRA BRADLEY 202-955-5342	Assistant: ALEXANDRA B 202-955-5342

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
08/29/17 10:48 AM	ALEXANDRA BRADLEY	NEW ORDER. PLS CHCK AND CNF. T&R
08/29/17 10:48 AM	ALEXANDRA BRADLEY	NEW ORDER. PLS CHCK AND CNF. T&R

Competitive Information

Market Budget:	\$62,625
WRIC Share:	28%
Comment:	
WRLH:	10%
WTVR:	23%
WUPV:	3%
WWBT:	36%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	54	\$17,535.00	N/A	0.0
Total	100%	54	\$17,535.00	N/A	0.0

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	8/29/17 10:48 AM	ALEXANDRA BRADLEY	Revised	5		\$0	\$17,535.00	Changes: Total Spots from 49 to 54, User Comments from Separation: 30 to NEW OF Meta to [R16]. 9 buylines added or modified
New	8/29/17 10:42 AM	ALEXANDRA BRADLEY	New	49		\$17,535.00	\$17,535.00	

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS, ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

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: <u>WRIC-TV8 Richmond, VA</u>	Date: <u>8-29-17</u>
--	--------------------------------

I, Michelle Irvin,
 being/on behalf of: Ed Gillespie for Governor,
 a legally qualified candidate of the Republican
 political party for the office of: Governor
 in the General
 election to be held on: Nov. 7, 2017

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					

Attach proposed schedule with charges (if available): \$ 14,904.75 net

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

Ed Gillespie for Governor

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:

John Selph

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

7.25.17

Date

Michelle du

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]

DWEEMS

65m

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Michelle Irvin

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Michelle Irvin

printed name

7.25.17

date