

CONTRACT



WTVD
411 Liberty St
Durham, NC 27701
(919) 683-1111

<u>Contract / Revision</u> 146859 / 1		<u>Alt Order #</u> WOC10459992
<u>Product</u> SENATE LEADERSHIP FUND (IU)		
<u>Contract Dates</u> 10/25/16 - 11/03/16		<u>Estimate #</u> 275 365 3670
<u>Advertiser</u> Senate Leadership Fund		<u>Original Date / Revision</u> 09/06/16 / 10/27/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTVD	<u>Account Executive</u> Anne Clifford	<u>Sales Office</u> Philadelphia NT
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 1021	<u>Advertiser Code</u> 275	<u>Product 1/2</u> 365
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Mentzer Media Services Inc
210 W. Pennsylvania Avenue
Suite 250
Towson, MD 21204

357327

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WTVD	10/25/16	10/29/16	Eyewitness News Sat 730p	7:30 PM-8:00 PM		:30				NM	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	\$800.00				
2	WTVD	10/25/16	10/30/16	Eyewitness News Sun 6a-7a	6:00 AM-7:00 AM		:30				NM	1	\$500.00
		<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	\$500.00				
3	WTVD	10/25/16	10/29/16	Eyewitness News Sat @7a	7:00 AM-8:00 AM		:30				NM	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	\$800.00				
4	WTVD	10/25/16	11/03/16	Live w/Kelly	9:00 AM-10:00 AM		:30				NM	8	\$5,600.00
		<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	-1111--				4	\$700.00				
Week:		10/31/16	11/06/16	1111---				4	\$700.00				
5	WTVD	10/25/16	10/31/16	Eyewitness News @ 530am	5:30 AM-6:00 AM		:30				NM	3	\$2,100.00
		<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	\$700.00				
Week:		10/31/16	11/06/16	1-----				1	\$700.00				
6	WTVD	10/25/16	11/03/16	Eyewitness News @ 6a	6:00 AM-7:00 AM		:30				NM	4	\$5,200.00
		<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	\$1,300.00				
Week:		10/31/16	11/06/16	-1-1---				2	\$1,300.00				
7	WTVD	10/25/16	11/03/16	Wheel of Fortune	7:30 PM-8:00 PM		:30				NM	6	\$9,000.00
		<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	\$1,500.00				
Week:		10/31/16	11/06/16	1111---				4	\$1,500.00				
8	WTVD	10/25/16	11/02/16	Jeopardy	7:00 PM-7:30 PM		:30				NM	3	\$5,400.00
		<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	\$1,800.00				
Week:		10/31/16	11/06/16	1-1----				2	\$1,800.00				
9	WTVD	10/25/16	11/03/16	The View	11:00 AM-12:00 PM		:30				NM	5	\$3,000.00
		<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				
Week:		10/31/16	11/06/16	1111---				4	\$600.00				

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

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<u>Contract / Revision</u>	<u>Alt Order #</u>
146859 / 1	WOC10459992

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/16 - 11/03/16	SENATE LEADERSHIP	275 365 3670

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Leadership Fund	09/06/16 / 10/27/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
10	WTVD	10/25/16	11/03/16	Rachael Ray	10:00 AM-11:00 AM		:30				NM	7	\$4,200.00
		<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	-111---				3	\$600.00				
Week:		10/31/16	11/06/16	1111---				4	\$600.00				
11	WTVD	10/25/16	11/03/16	Eyewitness News @ 6pm	6:00 PM-6:30 PM		:30				NM	6	\$9,600.00
		<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--				2	\$1,600.00				
Week:		10/31/16	11/06/16	1111---				4	\$1,600.00				
12	WTVD	10/25/16	11/02/16	Eyewitness News @ 5pm	5:00 PM-5:30 PM		:30				NM	3	\$3,600.00
		<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	\$1,200.00				
Week:		10/31/16	11/06/16	1-1----				2	\$1,200.00				
13	WTVD	10/25/16	11/03/16	Eyewitness News @ 11p	11:00 PM-11:35 PM		:30				NM	4	\$6,000.00
		<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---1				3	\$1,500.00				
Week:		10/31/16	11/06/16	---1---				1	\$1,500.00				
14	WTVD	10/25/16	11/03/16	Eyewitness News @ 4pm	4:00 PM-5:00 PM		:30				NM	8	\$7,200.00
		<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	\$900.00				
Week:		10/31/16	11/06/16	1111---				4	\$900.00				
15	WTVD	10/31/16	11/03/16	Eyewitness News @ 530pm	5:30 PM-6:00 PM		:30				NM	2	\$3,000.00
		<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	\$1,500.00				
16	WTVD	10/25/16	10/29/16	Prime College Footbal	8:00 PM-11:30 PM		:30				NM	2	\$8,000.00
		<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	-----2-				2	\$4,000.00				
17	WTVD	10/25/16	10/29/16	College Football	3:30 PM-7:00 PM		:30				NM	2	\$7,600.00
		<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	-----2-				2	\$3,800.00				
18	WTVD	10/28/16	10/28/16	Shark Tank	9:00 PM-10:00 PM		:30				NM	1	\$5,000.00
		<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	\$5,000.00				
19	WTVD	10/25/16	11/01/16	The Middle/American House	8:00 PM-9:00 PM		:30				NM	2	\$8,400.00
		<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	\$4,200.00				
Week:		10/31/16	11/06/16	-1-----				1	\$4,200.00				
20	WTVD	10/28/16	10/28/16	20/20	10:00 PM-11:00 PM		:30				NM	1	\$5,000.00
		<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	\$5,000.00				
21	WTVD	10/25/16	11/01/16	Fresh Off the Boat/Real ONe	9:00 PM-10:00 PM		:30				NM	2	\$8,000.00
		<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	\$4,000.00				
Week:		10/31/16	11/06/16	-1-----				1	\$4,000.00				
22	WTVD	10/31/16	10/31/16	Countdown CMAs	10-11p		:30				NM	1	\$5,000.00
		<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	\$5,000.00				
23	WTVD	10/29/16	10/29/16	College Football	1200p-330p		:30				NM	1	\$4,000.00
		<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	\$4,000.00				
24	WTVD	10/30/16	10/30/16	Secrets and Lies	9p-10p		:30				NM	1	\$7,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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		<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	\$7,550.00				
25	WTVD	11/02/16	11/02/16	Designated Survivor	10p-11p		:30				NM	1	\$8,000.00
		<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	\$8,000.00				
Totals								0.00				76	\$132,550.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	38	\$73,950.00	(\$11,092.50)	\$62,857.50
10/31/16 - 11/03/16	38	\$58,600.00	(\$8,790.00)	\$49,810.00
Totals	76	\$132,550.00	(\$19,882.50)	\$112,667.50

Signature: _____ **Date:** _____

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