WLTV
8550 NW 33rd St
Miami, FL 33122

MIAMI-FT. LAUDERDALE

Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030

Contract # 370892

Schedule Dates	10/03/16-10/07/16
Advertiser	Friends of Patrick Murphy (13957)
Agency	Screen Strategies Media (5365)
Product	Political Candidate (1124)
Brand	Various (1)
Salesperson	NYC-NTL-Mulhall, Jill (1031)
Sales Office	New York-National
Buyer Name	JONES,RACHAEL
Phone/Fax	/
CPE	MURPHY/SENATE 2016/2450
Account Types	National/C-Political Agency
Billing Type	Standard
Comments	

Date Entered	09/28/16
Last Modified	09/29/16
Entered By	Melanie Thomas
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$4,185.00
Net Total	$23,715.00
Sales Tax	

Miami (WLTV)

By Broadcast Month	Spots	Rate
Oct. 2016	22	$27,900.00
Grand Total:	22	$27,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / C- Local CM Break	10/03/16-10/06/16	4	:30	6A- 7A (EST)		1			1				2	$300.00	$600.00	Miami (WLTV)		9/28/16
2.0	Normal Line / C- Local CM Break	10/04/16-10/07/16	4	:30	7A- 9A (EST)			1	1		1			3	$400.00	$1,200.00	Miami (WLTV)		9/28/16
3.0	Normal Line / C- Local CM Break	10/03/16-10/07/16	4	:30	9A- 11A (EST)		1			1	1			3	$400.00	$1,200.00	Miami (WLTV)		9/28/16
4.0	Normal Line / C- Local CM Break	10/05/16-10/05/16	4	:30	12P- 1P (EST)				1					1	$650.00	$650.00	Miami (WLTV)		9/28/16
5.0	Normal Line / C- Local CM Break	10/04/16-10/04/16	4	:30	1P- 2P (EST)			1						1	$650.00	$650.00	Miami (WLTV)		9/28/16
6.0	Normal Line / C- Local CM Break	10/03/16-10/03/16	4	:30	4P- 5P (EST)		1							1	$1,300.00	$1,300.00	Miami (WLTV)		9/28/16
7.0	Normal Line / C- Local CM Break	10/04/16-10/04/16	4	:30	5P- 6P (EST)			1						1	$1,200.00	$1,200.00	Miami (WLTV)		9/28/16
8.0	Normal Line / C- Local CM Break	10/03/16-10/07/16	4	:30	6P- 6:30P (EST)		1				1			2	$2,200.00	$4,400.00	Miami (WLTV)		9/28/16
9.0	Normal Line / C- Local CM Break	10/05/16-10/05/16	4	:30	6:30P- 7P (EST)				1					1	$2,300.00	$2,300.00	Miami (WLTV)		9/28/16
10.0	Normal Line / C- Local CM Break	10/06/16-10/06/16	4	:30	7P- 8P (EST)					1				1	$1,800.00	$1,800.00	Miami (WLTV)		9/28/16
11.0	Normal Line / C- Local CM Break	10/04/16-10/04/16	4	:30	8P- 9P (EST)			1						1	$2,500.00	$2,500.00	Miami (WLTV)		9/28/16
12.0	Normal Line / C- Local CM Break	10/07/16-10/07/16	4	:30	9P- 10P (EST)						1			1	$2,650.00	$2,650.00	Miami (WLTV)		9/28/16
13.0	Normal Line / C- Local CM Break	10/03/16-10/05/16	4	:30	10:59:30P- Noticias 23 Ed Nocturna		1		1					2	$2,250.00	$4,500.00	Miami (WLTV)		9/28/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

WLTV does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, is hereby rejected.

B/E Bookend P/B Piggy Back

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Buyer Name	JONES,RACHAEL
Phone/Fax	/
CPE	MURPHY/SENATE 2016/2450
Account Types	National/C-Political Agency
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Entered By	Melanie Thomas
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Headline #	
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Net Total	$23,715.00
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Miami (WLTV)

By Broadcast Month	Spots	Rate
Oct. 2016	22	$27,900.00
Grand Total:	22	$27,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / C- Local CM Break	10/06/16-10/06/16	4	:30	11:35P- Not Uni Ed Nocturna					1				1	$1,600.00	$1,600.00	Miami (WLTV)		9/28/16
15.0	Normal Line / C- Local CM Break	10/06/16-10/06/16	4	:30	5P- 6P (EST)					1				1	$1,350.00	$1,350.00	Miami (WLTV)	MG FOR SPOT MISSED 1X 5-6P 9/28 DUE TO BREAKING NEWS	9/29/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

WAMI does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, is hereby rejected.

B/E Bookend P/B Piggy Back

WAMI
8550 NW 33rd St
Miami, FL 33122

Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030

Contract # 370892

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Sales Office	New York-National
Buyer Name	JONES,RACHAEL
Phone/Fax	/
CPE	MURPHY/SENATE 2016/2450
Account Types	National/C-Political Agency
Billing Type	Standard
Comments	

Date Entered	09/28/16
Last Modified	09/29/16
Entered By	Melanie Thomas
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$4,185.00
Net Total	$23,715.00
Sales Tax	

Miami (WAMI)

By Broadcast Month	Spots	Rate
Oct. 2016	3	$0.00
Grand Total:	3	$0.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
16.0	Normal Line / C-News Simulcast	10/03/16-10/05/16	7	:30	10:59:30P- Noticias 23 Ed Nocturna		1		1					2	$0.00	$0.00	Miami (WAMI)	LATE NEWS SIMULCAST	9/28/16
17.0	Normal Line / C-News Simulcast	10/06/16-10/06/16	7	:30	11:35P- Not Uni Ed Nocturna					1				1	$0.00	$0.00	Miami (WAMI)	LATE NEWS SIMULCAST	9/28/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

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B/E Bookend P/B Piggy Back

10/3/2016

UNIVISION / TELEFUTURA SALES
MAKEGOOD NOTIFICATION

Media Buyer: _____ **Contact Info:** _____

Assistant Buyer: _____ **Contact Info:** _____

Account Executive: jill **Contact Info:** _____

Account Coordinator: melanie **Contact Info:** _____

Contract: WLTV (Station) screen strategies (Agency) ·nds of patrick murphy (Advertiser) 10/3/16-10/7/16 (Contract Start/End) murphy/senate/2016 (Client/Product/Estimate/Campaign) 370892 (Contract) (Demo)

SPOTS NOT AVAILABLE / SPOTS CHANGING:

Preempt #	Day(s)	P/E Date	Ordered Time	Program	Len	Rate	Demo	Rtg	Reason
370892.14.0.1	thu	10/6/2016	1135p-12a		:30	$1,600.00			no avails
0						$1,600.00		0.0	

MAKEGOOD OFFERS / CHANGES:

#	Day	Date	Time	Program	Len	Rate	Total	Rtg	TRPs	Comment
1	w-f	10/5-10/7	4p-5p		:30	$1,300.00	$1,300.00		0.0	
1	w,fr	10/5,10/7	6a-7a		:30	$300.00	$300.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
							$0.00		0.0	
2							$1,600.00		0.0	

Comments: _____

Approved: _____ Date: _____

Murphy for Senate-SP

Sp 9/28
Class 3

SCREEN STRATEGIES

Station	WLTV-TV	**Buyer**	Rachael Jones
Market	Miami-Ft. Lauderdale	**Email**	rachael@screenstrategies.com
Flight Dates	10/3/2016 - 10/9/2016 (Est. 2450)	**Phone**	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/3	Tue 10/4	Wed 10/5	Thu 10/6	Fri 10/7	Sat 10/8	Sun 10/9	Total
WLTV 6a News 6:00 AM - 7:00 AM	EM	M-F 30	$300.00 **$600.00**	1			1				2
Despierta America 7:00 AM - 9:00 AM	EM	M-F 30	$400.00 **$1,200.00**		1	1		1			3
Despierta America 9:00 AM - 11:00 AM	EM	M-F 30	$400.00 **$1,200.00**	1			1	1			3
Como Dice el Dicho 12:00 PM - 1:00 PM	DT	M-F 30	$650.00 **$650.00**			1					1
Hoy 1:00 PM - 2:00 PM	DT	M-F 30	$650.00 **$650.00**		1						1
El Gordo y La Flaca 4:00 PM - 5:00 PM	EF	M-F 30	$1,300.00 **$1,300.00**	1							1
Primer Impacto 5:00 PM - 6:00 PM	EF	M-F 30	$1,200.00 **$1,200.00**		1						1
WLTV 6p News 6:00 PM - 6:30 PM	EN	M-F 30	$2,200.00 **$4,400.00**	1				1			2
Noticiero Univision 6:30 PM - 7:00 PM	EN	M-F 30	$2,300.00 **$2,300.00**			1					1
La Rosa de Guadalupe 7:00 PM - 8:00 PM	PT	M-F 30	$1,800.00 **$1,800.00**				1				1

Murphy for Senate-SP

Station	WLTV-TV	**Buyer**	Rachael Jones
Market	Miami-Ft. Lauderdale	**Email**	rachael@screenstrategies.com
Flight Dates	10/3/2016 - 10/9/2016 (Est. 2450)	**Phone**	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/3	Tue 10/4	Wed 10/5	Thu 10/6	Fri 10/7	Sat 10/8	Sun 10/9	Total
Despertar Contigo 8:00 PM - 9:00 PM	PT	M-F 30	$2,500.00 **$2,500.00**		1						1
Tres Veces Ana 9:00 PM - 10:00 PM	PT	M-F 30	$2,650.00 **$2,650.00**					1			1
WLTV 10p News 11:00 PM - 11:35 PM	LN	M-F 30	$2,250.00 **$4,500.00**	1		1					2
Noticiero Univision 11:35 PM - 12:00 AM	LN	M-F 30	$1,600.00 **$1,600.00**				1				1
Station Totals			**$26,550.00**	5	4	4	4	4	0	0	21

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:	**Date:** 9/29/2016
WLTV-TV	

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/3 - 10/7	3		

Attach proposed schedule with charges (if available): $22,567.50

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

Friends of Patrick Murphy

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:

Brian Foucart

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

9/29/2016	
Date	**Signature**

To Be Signed By Station Representative

☑ **Accepted**	☐ **Accepted in Part**	☐ **Rejected**
Signature	Ernie Sanguiz **Printed Name**	NSM **Title**

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