Contract Agreement Between:

CONTRACT

WSFA
12 East Delano Ave.
Montgomery, AL 36105
(334) 288-1212

www.wsfa.com

And:

Front Line Strategies
526 East Park Avenue
Tallahassee, FL 32301

Contract / Revision	Alt Order #
1806151 /	08775774

Product
ROY MOORE FOR SENATE

Contract Dates	Estimate #
09/05/17 - 09/10/17	

Advertiser	Original Date / Revision
POL/Moore, Roy/Senate	08/31/17 / 08/31/17

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WSFA	Ryan Eddins	HRP-Washingtc

Special Handling

Demographic
Adults 35+

Agy Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WSFA	09/05/17	09/08/17	Today In Alabama	6a-7a		:30			NM	4	$700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/04/17	09/10/17	-TWTF--	4	$175.00							
N 2	WSFA	09/05/17	09/08/17	NBC Today Show	7-9am		:30			NM	4	$460.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/04/17	09/10/17	-TWTF--	4	$115.00							
N 3	WSFA	09/10/17	09/10/17	NET NBC Sunday Today Shc	7-8a		:30			NM	1	$45.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/04/17	09/10/17	------1	1	$45.00							
N 4	WSFA	09/10/17	09/10/17	NET NBC Meet The Press	8-9a		:30			NM	1	$45.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/04/17	09/10/17	------1	1	$45.00							
N 5	WSFA	09/10/17	09/10/17	WSFA News Sunday AM	9-930a		:30			NM	1	$20.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/04/17	09/10/17	------1	1	$20.00							
N 6	WSFA	09/05/17	09/08/17	NBC Today 2	9-10am		:30			NM	4	$200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/04/17	09/10/17	-TWTF--	4	$50.00							
N 7	WSFA	09/05/17	09/08/17	NBC Today Show 3	10-11am		:30			NM	4	$200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/04/17	09/10/17	-TWTF--	4	$50.00							
N 8	WSFA	09/05/17	09/08/17	WSFA 12 News at Noon	12-1230pm		:30			NM	4	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/04/17	09/10/17	-TWTF--	4	$100.00							
N 9	WSFA	09/05/17	09/08/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30			NM	4	$240.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/04/17	09/10/17	-TWTF--	4	$60.00							
N 10	WSFA	09/05/17	09/08/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30			NM	4	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							

(* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station 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, typed or otherwise made a part of a particular contract, is hereby rejected.

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WSFA
12 East Delano Ave.
Montgomery, AL 36105
(334) 288-1212

www.wsfa.com

Contract / Revision	Alt Order #
1806151 /	08775774

Contract Dates	Product	Estimate #
09/05/17 - 09/10/17	ROY MOORE FOR SEN	

Advertiser	Original Date / Revision
POL/Moore, Roy/Senate	08/31/17 / 08/31/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		09/04/17	09/10/17	-TWTF--	4				$75.00			
N 11	WSFA	09/05/17	09/08/17	WSFA 12 News at Five	5-530pm		:30			NM	4	$740.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		09/04/17	09/10/17	-TWTF--	4				$185.00			
N 12	WSFA	09/05/17	09/08/17	WSFA 12 News at Six - MF	6-630pm		:30			NM	4	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		09/04/17	09/10/17	-TWTF--	4				$350.00			
N 13	WSFA	09/05/17	09/08/17	WSFA 12 News at Ten - MF	10-1035pm		:30			NM	4	$1,100.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		09/04/17	09/10/17	-TWTF--	4				$275.00			
N 14	WSFA	09/10/17	09/10/17	WSFA 12 News at Ten - Sun	10-1030pm		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		09/04/17	09/10/17	------1	1				$300.00			
N 15	WSFA	09/10/17	09/10/17	Late News	1030p-11p		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		09/04/17	09/10/17	------1	1				$150.00			
						Totals					45	$6,300.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/28/17 -09/10/17	45	$6,300.00	($945.00)	$5,355.00
Totals	45	$6,300.00	($945.00)	$5,355.00

Signature: _____ **Date:** _____

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

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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REP: TEL# 703-528-9387 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 8775774 TRF# 1806151 ORDER WORKSHEET HARRIS REPORT FROM STATION SEP6/17 12.02
$$$ MOD# 0: APPROVED REV #0 $$$ **CHANGES** *** WSFA-TV ***

ADV #_____ ADV. NAME POLI/R MOORE/R/SEN/AL REP.#_____ OFF.#_____ SALESMAN #_____

AGY #_____ AGY. NAME FRONT LINE STRATEGIES BUYER NAME JOSH BAGINSKI

526 EAST PARK AVENUE SALES PRSN WA- RYAN EDDINS (H)

TALLAHASSE, FL 32301

ORDER #_____ CONTRACT # 8775774 CLASS: NATL. LOCAL REGIONAL

PRDCT ROY MOORE FOR SENATE EST#____ COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES SEP5/17 SEP10/17 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE SEP6/17 12.02

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ROY MOORE FOR SENATE
NO BUYS TO PRINT
STATION MAKEGOOD OFFERS:

M1	UNRESL	BUY#5	MISSED:	SUN/900A-930A	SEP10	30S	$20.00	(SEP6/17)
		BUY#13		TU-F/1000P-1035P	SEP7	30S	$275.00	
		BUY#14		SUN/1000P-1030P	SEP10	30S	$300.00	
			OFFER:	SUN/730P-1030P	SEP10	30S	$500.00	PLS ADVISE.
			&	FRI/500A-530A	SEP8	30S	$85.00	
			&	FRI/1235A-105A	SEP8	30S	$10.00	

CMT:LN 5 NA DUE TO NO AVAILS. LINES 13 & 14 NA DUE TO NFL AIRING. PLEASE
CMT:CONFIRM ASAP! THANKS, DENICE

SEP/17 $6,300.00 CONTRACT TOTAL $6,300.00
TOTAL SPOTS 45

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI
DEMOS-'RA35+*

REP: TEL# 703-528-9387 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 8775774 TRF# 1806151 ORDER WORKSHEET HARRIS REPORT FROM STATION SEP7/17 12.23
$$$ MOD# 0: APPROVED REV #0 $$$ **CHANGES** *** WSFA-TV ***

ADV #_____ ADV. NAME POLI/R MOORE/R/SEN/AL REP.#_____ OFF.#_____ SALESMAN #_____

AGY #_____ AGY. NAME FRONT LINE STRATEGIES BUYER NAME JOSH BAGINSKI

526 EAST PARK AVENUE SALES PRSN WA- RYAN EDDINS (H)

TALLAHASSE, FL 32301

ORDER #_____ CONTRACT # 8775774 CLASS: NATL. LOCAL REGIONAL

PRDCT ROY MOORE FOR SENATE EST#____ COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES SEP5/17 SEP10/17 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE SEP7/17 12.23

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ROY MOORE FOR SENATE
NO BUYS TO PRINT
STATION MAKEGOOD OFFERS:

M1	UNRESL	BUY#5	MISSED:	SUN/900A-930A	SEP10	30S	$20.00	(SEP7/17)
		BUY#13		TU-F/1000P-1035P	SEP7	30S	$275.00	
		BUY#14		SUN/1000P-1030P	SEP10	30S	$300.00	
			OFFER:	SUN/730P-1030P	SEP10	30S	$500.00	PLS ADVISE.
			&	FRI/500A-530A	SEP8	30S	$85.00	
			&	FRI/1235A-105A	SEP8	30S	$10.00	

CMT:RE-SEND. LN 5 NA DUE TO NO AVAILS. LINES 13 & 14 NA DUE TO NFL
CMT:AIRING. PLEASE CONFIRM ASAP! THANKS, DENICE

SEP/17 $6,300.00 CONTRACT TOTAL $6,300.00
TOTAL SPOTS 45

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI
DEMOS- RA35**

REP: TEL# 703-528-9387 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION SEP15/17 16.30
CHANGES *** WSFA-TV ***

REP HEADLINE# 8775774 TRF# 1806151
$$$ MOD# 1: APPROVED REV #0 $$$

ADV #_____ ADV. NAME POLI/R MOORE/R/SEN/AL REP.#_____ OFF.#_____ SALESMAN #_____

AGY #_____ AGY. NAME FRONT LINE STRATEGIES BUYER NAME JOSH BAGINSKI

526 EAST PARK AVENUE SALES PRSN WA- RYAN EDDINS (H)

TALLAHASSE, FL 32301

ORDER #_____ CONTRACT # 8775774 CLASS: NATL. LOCAL REGIONAL

PRDCT ROY MOORE FOR SENATE EST#_____ COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES SEP5/17 SEP10/17 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE SEP15/17 16.30

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ROY MOORE FOR SENATE
NO BUYS TO PRINT
STATION MAKEGOOD OFFERS:

M1	UNRESL	BUY#5	MISSED:	SUN/900A-930A	SEP10	30S	$20.00	(SEP15/17)
		BUY#13		TU-F/1000P-1035P	SEP7	30S	$275.00	
		BUY#14		SUN/1000P-1030P	SEP10	30S	$300.00	

OFFER: NONE
CMT:9/15 RE-SEND.9/13 REVISED TO CREDIT RE-SEND. LN 5 NA DUE TO NO AVAILS.
CMT:LNS 13 & 14 NA DUE TO NFL AIRING. PLEASE CONFIRM. THANKS,DENICE

SEP/17 $6,300.00

CONTRACT TOTAL $6,300.00
TOTAL SPOTS 45

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI
DEMOS- RA35+*