WMGT-TV 41
WMGT-TV
P.O. Box 4328
301 Poplar Street
Macon, GA 31208-4328

The New Media Firm
1322 G Street, SE
Washington, DC 20003

# Contract # 162362

| | | | |
|---|---|---|---|
| **Schedule Dates** | 10/19/16-10/31/16 | **Date Entered** | 10/18/16 |
| **Advertiser** | Pol - Committee To Keep GA Schools Local (14308 | **Last Modified** | 10/18/16 |
| **Agency** | The New Media Firm (3357) | **Entered By** | Cheryl Palmer |
| **Product** | Pol- Political Issue (1081) | **CO-OP** | No |
| **Brand** | 690/720/4355 (46839) | **Headline #** | ECR25332954 |
| **Salesperson** | Millenium-New York, - (1029) | **Demo** | |
| **Sales Office** | Millenium - New York | **Order Type** | Normal |
| **Buyer Name** | Medi,Placement, | **Package Deal** | |
| **Phone/Fax** | / | **Commission %** | 15.00 |
| **CPE** | 690/720/690/720/4355 | **Commission** | $562.50 |
| **Account Types** | National/Political-Issue | **Net Total** | $3,187.50 |
| **Billing Type** | Standard | **Sales Tax** | |
| **Comments** | Ballot Measure<br>Separation: 30 | | |

**Macon (WMGT)**

| By Broadcast Month | Spots | Rate |
|---|---|---|
| Oct. 2016 | 33 | $3,295.00 |
| Nov. 2016 | 4 | $455.00 |
| Grand Total: | 37 | $3,750.00 |

| 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 / SPOT | 10/20/16-10/20/16 | 1 | :30 | 7P- 7:58P (EST) | 1 | | | | X | | | | 1 | $185.00 | $185.00 | Macon (WMGT) | Judge Judy | 10/18/16 |
| 2.0 | Normal Line / SPOT | 10/25/16-10/25/16 | 1 | :30 | 7P- 7:58P (EST) | 1 | | X | | | | | | 1 | $185.00 | $185.00 | Macon (WMGT) | Judge Judy | 10/18/16 |
| 3.0 | Normal Line / SPOT | 10/27/16-10/27/16 | 1 | :30 | 7P- 7:58P (EST) | 1 | | | | X | | | | 1 | $185.00 | $185.00 | Macon (WMGT) | Judge Judy | 10/18/16 |
| 4.0 | Normal Line / SPOT | 10/31/16-10/31/16 | 1 | :30 | 7P- 7:58P (EST) | 1 | X | | | | | | | 1 | $185.00 | $185.00 | Macon (WMGT) | Judge Judy | 10/18/16 |
| 5.0 | Normal Line / SPOT | 10/20/16-10/20/16 | 1 | :30 | 7A- 9A (EST) | 1 | | | | X | | | | 1 | $120.00 | $120.00 | Macon (WMGT) | The Today Show | 10/18/16 |
| 6.0 | Normal Line / SPOT | 10/25/16-10/25/16 | 1 | :30 | 7A- 9A (EST) | 1 | | X | | | | | | 1 | $120.00 | $120.00 | Macon (WMGT) | The Today Show | 10/18/16 |
| 7.0 | Normal Line / SPOT | 10/26/16-10/26/16 | 1 | :30 | 7A- 9A (EST) | 1 | | | X | | | | | 1 | $120.00 | $120.00 | Macon (WMGT) | The Today Show | 10/18/16 |
| 8.0 | Normal Line / SPOT | 10/31/16-10/31/16 | 1 | :30 | 7A- 9A (EST) | 1 | X | | | | | | | 1 | $120.00 | $120.00 | Macon (WMGT) | The Today Show | 10/18/16 |
| 9.0 | Normal Line / SPOT | 10/21/16-10/21/16 | 1 | :30 | 11P- 11:35P (EST) | 1 | | | | | X | | | 1 | $150.00 | $150.00 | Macon (WMGT) | 41 NBC News @ 11P | 10/18/16 |
| 10.0 | Normal Line / SPOT | 10/26/16-10/26/16 | 1 | :30 | 11P- 11:35P (EST) | 1 | | | X | | | | | 1 | $150.00 | $150.00 | Macon (WMGT) | 41 NBC News @ 11P | 10/18/16 |
| 11.0 | Normal Line / SPOT | 10/28/16-10/28/16 | 1 | :30 | 11P- 11:35P (EST) | 1 | | | | | X | | | 1 | $150.00 | $150.00 | Macon (WMGT) | 41 NBC News @ 11P | 10/18/16 |
| 12.0 | Normal Line / SPOT | 10/20/16-10/20/16 | 1 | :30 | 1P- 2P (EST) | 1 | | | | X | | | | 1 | $85.00 | $85.00 | Macon (WMGT) | Days Of Our Lives | 10/18/16 |
| 13.0 | Normal Line / SPOT | 10/25/16-10/25/16 | 1 | :30 | 1P- 2P (EST) | 1 | | X | | | | | | 1 | $85.00 | $85.00 | Macon (WMGT) | Days Of Our Lives | 10/18/16 |

CONFIRMATION CONTRACT

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

WMGT does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

B/E Bookend P/B Piggy Back

Printed At: 04:36 PM on Tuesday, October 18 2016

WMGT-TV 41
WMGT-TV
P.O. Box 4328
301 Poplar Street
Macon, GA 31208-4328

The New Media Firm
1322 G Street, SE
Washington, DC 20003

## Contract # 162362

| | |
|---|---|
| Schedule Dates | 10/19/16-10/31/16 |
| Advertiser | Pol - Committee To Keep GA Schools Local (14308 |
| Agency | The New Media Firm (3357) |
| Product | Pol- Political Issue (1081) |
| Brand | 690/720/4355 (46839) |
| Salesperson | Millenium-New York, - (1029) |
| Sales Office | Millenium - New York |
| Buyer Name | Medi,Placement, |
| Phone/Fax | / |
| CPE | 690/720/690/720/4355 |
| Account Types | National/Political-Issue |
| Billing Type | Standard |
| Comments | Ballot Measure Separation: 30 |

| | |
|---|---|
| Date Entered | 10/18/16 |
| Last Modified | 10/18/16 |
| Entered By | Cheryl Palmer |
| CO-OP | No |
| Headline # | ECR25332954 |
| Demo | |
| Order Type | Normal |
| Package Deal | |
| Commission % | 15.00 |
| Commission | $562.50 |
| Net Total | $3,187.50 |
| Sales Tax | |

**Macon (WMGT)**

| By Broadcast Month | Spots | Rate |
|---|---|---|
| Oct. 2016 | 33 | $3,295.00 |
| Nov. 2016 | 4 | $455.00 |
| Grand Total: | 37 | $3,750.00 |

| 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 / SPOT | 10/26/16-10/26/16 | 1 | :30 | 1P- 2P (EST) | 1 | | | X | | | | | 1 | $85.00 | $85.00 | Macon (WMGT) | Days Of Our Lives | 10/18/16 |
| 15.0 | Normal Line / SPOT | 10/27/16-10/27/16 | 1 | :30 | 1P- 2P (EST) | 1 | | | | X | | | | 1 | $85.00 | $85.00 | Macon (WMGT) | Days Of Our Lives | 10/18/16 |
| 16.0 | Normal Line / SPOT | 10/21/16-10/21/16 | 1 | :30 | 2P- 3P (EST) | 1 | | | | | X | | | 1 | $75.00 | $75.00 | Macon (WMGT) | Dr. Oz | 10/18/16 |
| 17.0 | Normal Line / SPOT | 10/25/16-10/25/16 | 1 | :30 | 2P- 3P (EST) | 1 | | X | | | | | | 1 | $75.00 | $75.00 | Macon (WMGT) | Dr. Oz | 10/18/16 |
| 18.0 | Normal Line / SPOT | 10/27/16-10/27/16 | 1 | :30 | 2P- 3P (EST) | 1 | | | | X | | | | 1 | $75.00 | $75.00 | Macon (WMGT) | Dr. Oz | 10/18/16 |
| 19.0 | Normal Line / SPOT | 10/31/16-10/31/16 | 1 | :30 | 2P- 3P (EST) | 1 | X | | | | | | | 1 | $75.00 | $75.00 | Macon (WMGT) | Dr. Oz | 10/18/16 |
| 20.0 | Normal Line / SPOT | 10/20/16-10/20/16 | 4 | :30 | 4P- 5P (EST) | 1 | | | | X | | | | 1 | $100.00 | $100.00 | Macon (WMGT) | Steve Harvey Show | 10/18/16 |
| 21.0 | Normal Line / SPOT | 10/25/16-10/25/16 | 4 | :30 | 4P- 5P (EST) | 1 | | X | | | | | | 1 | $100.00 | $100.00 | Macon (WMGT) | Steve Harvey Show | 10/18/16 |
| 22.0 | Normal Line / SPOT | 10/27/16-10/27/16 | 4 | :30 | 4P- 5P (EST) | 1 | | | | X | | | | 1 | $100.00 | $100.00 | Macon (WMGT) | Steve Harvey Show | 10/18/16 |
| 23.0 | Normal Line / SPOT | 10/20/16-10/20/16 | 3 | :30 | 3P- 4P (EST) | 1 | | | | X | | | | 1 | $90.00 | $90.00 | Macon (WMGT) | Wendy Williams | 10/18/16 |
| 24.0 | Normal Line / SPOT | 10/26/16-10/26/16 | 3 | :30 | 3P- 4P (EST) | 1 | | | X | | | | | 1 | $90.00 | $90.00 | Macon (WMGT) | Wendy Williams | 10/18/16 |
| 25.0 | Normal Line / SPOT | 10/28/16-10/28/16 | 3 | :30 | 3P- 4P (EST) | 1 | | | | | X | | | 1 | $90.00 | $90.00 | Macon (WMGT) | Wendy Williams | 10/18/16 |
| 26.0 | Normal Line / SPOT | 10/19/16-10/19/16 | 3 | :30 | 6P- 6:30P (EST) | 1 | | | X | | | | | 1 | $85.00 | $85.00 | Macon (WMGT) | 41 NBC News @ 6 | 10/18/16 |
| 27.0 | Normal Line / SPOT | 10/24/16-10/24/16 | 3 | :30 | 6P- 6:30P (EST) | 1 | X | | | | | | | 1 | $85.00 | $85.00 | Macon (WMGT) | 41 NBC News @ 6 | 10/18/16 |

CONFIRMATION CONTRACT

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

WMGT does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

B/E Bookend P/B Piggy Back

Printed At: 04:36 PM on Tuesday, October 18 2016

WMGT-TV 41
WMGT-TV
P.O. Box 4328
301 Poplar Street
Macon, GA 31208-4328

The New Media Firm
1322 G Street, SE
Washington, DC 20003

# Contract # 162362

| | |
|---|---|
| Schedule Dates | 10/19/16-10/31/16 |
| Advertiser | Pol - Committee To Keep GA Schools Local (14308 |
| Agency | The New Media Firm (3357) |
| Product | Pol- Political Issue (1081) |
| Brand | 690/720/4355 (46839) |
| Salesperson | Millenium-New York, - (1029) |
| Sales Office | Millenium - New York |
| Buyer Name | Medl,Placement, |
| Phone/Fax | / |
| CPE | 690/720/690/720/4355 |
| Account Types | National/Political-Issue |
| Billing Type | Standard |
| Comments | Ballot Measure Separation: 30 |

| | |
|---|---|
| Date Entered | 10/18/16 |
| Last Modified | 10/18/16 |
| Entered By | Cheryl Palmer |
| CO-OP | No |
| Headline # | ECR25332954 |
| Demo | |
| Order Type | Normal |
| Package Deal | |
| Commission % | 15.00 |
| Commission | $562.50 |
| Net Total | $3,187.50 |
| Sales Tax | |

**Macon (WMGT)**

| By Broadcast Month | Spots | Rate |
|---|---|---|
| Oct. 2016 | 33 | $3,295.00 |
| Nov. 2016 | 4 | $455.00 |
| Grand Total: | 37 | $3,750.00 |

| 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 28.0 | Normal Line / SPOT | 10/26/16-10/26/16 | 3 | :30 | 6P- 6:30P (EST) | 1 | | | X | | | | | 1 | $85.00 | $85.00 | Macon (WMGT) | 41 NBC News @ 6 | 10/18/16 |
| 29.0 | Revised Line / SPOT | 10/20/16-10/20/16 | 1 | :30 | 12P- 1P (EST) | 1 | | | | X | | | | | | | Macon (WMGT) | The Doctors ?? | 10/18/16 |
| 29.1 | Normal Line / SPOT | 10/20/16-10/20/16 | 1 | :30 | 12P- 1P (EST) | 1 | | | | X | | | | 1 | $75.00 | $75.00 | Macon (WMGT) | MAURY | 10/18/16 |
| 30.0 | Revised Line / SPOT | 10/25/16-10/25/16 | 1 | :30 | 12P- 1P (EST) | 1 | | X | | | | | | | | | Macon (WMGT) | The Doctors ?? | 10/18/16 |
| 30.1 | Normal Line / SPOT | 10/25/16-10/25/16 | 1 | :30 | 12P- 1P (EST) | 1 | | X | | | | | | 1 | $75.00 | $75.00 | Macon (WMGT) | MAURY | 10/18/16 |
| 31.0 | Revised Line / SPOT | 10/31/16-10/31/16 | 1 | :30 | 12P- 1P (EST) | 1 | X | | | | | | | | | | Macon (WMGT) | The Doctors ?? | 10/18/16 |
| 31.1 | Normal Line / SPOT | 10/31/16-10/31/16 | 1 | :30 | 12P- 1P (EST) | 1 | X | | | | | | | 1 | $75.00 | $75.00 | Macon (WMGT) | MAURY | 10/18/16 |
| 32.0 | Normal Line / SPOT | 10/20/16-10/20/16 | 2 | :30 | 11:35P- 12:37A (EST) | 1 | | | | X | | | | 1 | $70.00 | $70.00 | Macon (WMGT) | Tonight Show W/Jimmy Fallon | 10/18/16 |
| 33.0 | Normal Line / SPOT | 10/25/16-10/25/16 | 2 | :30 | 11:35P- 12:37A (EST) | 1 | | X | | | | | | 1 | $70.00 | $70.00 | Macon (WMGT) | Tonight Show W/Jimmy Fallon | 10/18/16 |
| 34.0 | Normal Line / SPOT | 10/27/16-10/27/16 | 2 | :30 | 11:35P- 12:37A (EST) | 1 | | | | X | | | | 1 | $70.00 | $70.00 | Macon (WMGT) | Tonight Show W/Jimmy Fallon | 10/18/16 |
| 35.0 | Normal Line / SPOT | 10/21/16-10/21/16 | 4 | :30 | 10A- 11A (EST) | 1 | | | | | X | | | 1 | $60.00 | $60.00 | Macon (WMGT) | Today Show III | 10/18/16 |
| 36.0 | Normal Line / SPOT | 10/27/16-10/27/16 | 4 | :30 | 10A- 11A (EST) | 1 | | | | X | | | | 1 | $60.00 | $60.00 | Macon (WMGT) | Today Show III | 10/18/16 |

CONFIRMATION CONTRACT

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

WMGT does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

B/E Bookend P/B Piggy Back

Printed At: 04:36 PM on Tuesday, October 18 2016

WMGT-TV 41
WMGT-TV
P.O. Box 4328
301 Poplar Street
Macon, GA 31208-4328

The New Media Firm
1322 G Street, SE
Washington, DC 20003

## Contract # 162362

| | |
|---|---|
| Schedule Dates | 10/19/16-10/31/16 |
| Advertiser | Pol - Committee To Keep GA Schools Local (14308 |
| Agency | The New Media Firm (3357) |
| Product | Pol- Political Issue (1081) |
| Brand | 690/720/4355 (46839) |
| Salesperson | Millenium-New York, - (1029) |
| Sales Office | Millenium - New York |
| Buyer Name | Medi,Placement, |
| Phone/Fax | / |
| CPE | 690/720/690/720/4355 |
| Account Types | National/Political-Issue |
| Billing Type | Standard |
| Comments | Ballot Measure<br>Separation: 30 |

| | |
|---|---|
| Date Entered | 10/18/16 |
| Last Modified | 10/18/16 |
| Entered By | Cheryl Palmer |
| CO-OP | No |
| Headline # | ECR25332954 |
| Demo | |
| Order Type | Normal |
| Package Deal | |
| Commission % | 15.00 |
| Commission | $562.50 |
| Net Total | $3,187.50 |
| Sales Tax | |

**Macon (WMGT)**

| By Broadcast Month | Spots | Rate |
|---|---|---|
| Oct. 2016 | 33 | $3,295.00 |
| Nov. 2016 | 4 | $455.00 |
| Grand Total: | 37 | $3,750.00 |

| 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 37.0 | Normal Line / SPOT | 10/28/16-10/28/16 | 4 | :30 | 10A- 11A (EST) | 1 | | | | | X | | | 1 | $60.00 | $60.00 | Macon (WMGT) | Today Show III | 10/18/16 |

CONFIRMATION CONTRACT

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

WMGT does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

B/E Bookend P/B Piggy Back

Printed At: 04:36 PM on Tuesday, October 18 2016