WRLH FOX Richmond
1925 Westmoreland St
Richmond, VA 23230

Smart Media Group-Alexandria
1427 Leslie Ave
Ste 100
Alexandria, VA 22301

Contract # 2654591

Schedule Dates	10/07/16-10/12/16
Advertiser	Jack Berry for Mayor-D (112628)
Agency	Smart Media Group-Alexandria (6613)
Product	POLITICAL CANDIDATE (ns) (1186)
Brand	Jack Berry For Mayor 2016 (867907)
Salesperson	Millennium/DC, Washington DC (1108)
Sales Office	Millennium Washington DC
Buyer Name	Michele,Brooks,
Phone/Fax	/
CPE	BERR/ORDR/C06C12
Account Types	National/Political Candidate Agency BRD
Billing Type	Weekly/Irregular
Comments	Berry for Richmond Mayor

Date Entered	10/05/16
Last Modified	10/05/16
Entered By	Jordan Moeller
CO-OP	No
Headline #	ECR25324496
Demo	A35+R
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$390.00
Net Total	$2,210.00
Sales Tax	

Richmond (WRLH)

By Broadcast Month	Spots	Rate
Oct. 2016	4	$2,600.00
Grand Total:	4	$2,600.00

Jem 10/5/16

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 / News	10/07/16-10/07/16	4	:30	10P- News-Fox Richmond News @ 10						1			1	$200.00	$200.00	Richmond (WRLH)	FOX NEWS AT 10P	10/5/16
2.0	Normal Line / News	10/11/16-10/11/16	4	:30	10P- News-Fox Richmond News @ 10			1						1	$200.00	$200.00	Richmond (WRLH)	FOX NEWS AT 10P	10/5/16
3.0	Normal Line / News	10/12/16-10/12/16	4	:30	10P- News-Fox Richmond News @ 10				1					1	$200.00	$200.00	Richmond (WRLH)	FOX NEWS AT 10P	10/5/16
4.0	Normal Line / Prime	10/09/16-10/09/16	2	:30	9P- FOX-FOX News Special Presidential Debate								1	1	$2,000.00	$2,000.00	Richmond (WRLH)	PRESIDENTIAL DEBATE	10/5/16

CONFIRMATION CONTRACT

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

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

B/E Bookend P/B Piggy Back

Printed At: 03:01 PM on Wednesday, October 5 2016

2654591

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract #	25324496	**Changes as of:**	10/5/2016 at 10:52 AM	**Version:**	Highlighting Revision 2		
CPE:	BERRY/ORDR/C06C12	**Flight:**	10/6/16 - 10/12/16	**Station:**	WRLH	**Total $:**	$2,600.00
Agency:	Smart Media Group	**Advertiser:**	Berry for Richmond Mayor	**Market:**	Richmond	**Total Spots:**	4
	1427 LESLIE AVE	**Product:**	Berry for Richmond Mayor	**Office:**	WASHINGTON	**Total CPP:**	$149.43
	SUITE #102	**Agency Order #:**	30049261	**Primary Demo:**	Adults 35+	**Total GRP:**	17.4
	ALEXANDRIA, VA 22301	**Buyer:**	Brooks, Michele	**Con Type:**	POLITICAL/VOTE		
		Salesperson:	JAMES SCUTARI 202-955-5342	**Assistant:**	JAMES SCUTARI 202-955-5342	**Separation:**	

Comments: Berry Addition Flight Dates 10/06-10/12 INDICATED AS "ADD" IN PROGRAM TITLE Please confirm receipt. Michele Brooks

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/6	10/7	10/8	10/9	10/10	10/11	10/12		Total Spots	Total $	CPP	GRP
							10/6 - 10/12											
1	M-F 10p-10:30p		FOX RICHMOND NEWS TE	$200.00	4.7	30	0	1	0	0	0	1	1		3	$600.00	$42.55	14.1
	null																	
REV+ 2	Su 9p-11p		ADD PREZ DEBATE	$2,000.00	3.3	30	0 ▶ 0	0 ▶ 0	0 ▶ 0	0 ▶ 1	0 ▶ 0	0 ▶ 0	0 ▶ 0		1	$2,000.00	$606.06	3.3
						TOTALS:	**0**	**1**	**0**	**1**	**0**	**1**	**1**		**4**	**$2,600.00**	**$149.43**	**17.4**

KATZ TELEVISION GROUP

125 West 55th St
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		Salesperson:	JAMES SCUTARI 202-955-5342	**Assistant:**	JAMES SCUTARI 202-955-5342	**Separation:**	

Special Instructions	

Order Level Comments

Date/Time	Added by	Comment
10/05/16 10:52 AM	GOTOSTRATA\jscutari2	Berry Addition Flight Dates 10/06-10/12 INDICATED AS "ADD" IN PROGRAM TITLE Please confirm receipt. Michele Brooks
10/05/16 10:52 AM	GOTOSTRATA\jscutari2	Canceled by new revision
10/04/16 4:38 PM	JAMES SCUTARI	Berry Order Flight Dates 10/06-10/12 Please confirm receipt. Michele Brooks
10/04/16 4:38 PM	JAMES SCUTARI	Berry Order Flight Dates 10/06-10/12 Please confirm receipt. Michele Brooks

Competitive Information

Market Budget:	$15,000
WRLH Share:	4%
Comment:	
WRIC:	28%
WTVR:	34%
WWBT:	34%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	4	$2,600.00	$149.43	17.4
Total	**100%**	**4**	**$2,600.00**	**$149.43**	**17.4**

Monthly Summary

Month	Spots	Dollars
2016-Oct	4	$2,600.00
Total	**4**	**$2,600.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Revision	10/5/16 10:52 AM	GOTOSTRATA\jscutari2	Revised	1		$2,000.00	$2,600.00	Changes: Comments from Berry Order Flight Dates 10/06-10/12 Please confirm receipt. Michele Brooks to Berry Addition Flight Dates 10/06-10/12 INDICATED AS "ADD" IN PROGRAM TITLE Please confirm receipt. Michele Brooks , Total $ from $600.00 to $2,600.00, Total GRPs from 14.1 to 17.4, Total Spots from 3 to 4, Total CPP from $42.55 to $149.43. 1 buyline added or modified.
Queued for Electronic Contracting	10/4/16 5:31 PM					$0	$0	
Revision	10/4/16 4:38 PM	JAMES SCUTARI	Updated			$0	$600.00	Changes: Product from Order to Berry for Richmond Mayor, User Entered $ from $0.00 to $600.00.
New	10/4/16 4:37 PM	JAMES SCUTARI	New	3		$600.00	$600.00	

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

2654591

125 West 55th St
New York, NY 10019

Contract #	25324496	**Changes as of:**	10/4/2016 at 4:38 PM	**Version:**	Highlighting Revision 1		
CPE:	BERRY/ORDR/C06C12	**Flight:**	10/6/16 - 10/12/16	**Station:**	WRLH	**Total $:**	$600.00
Agency:	Smart Media Group	**Advertiser:**	Berry for Richmond Mayor	**Market:**	Richmond	**Total Spots:**	3
	1427 LESLIE AVE	**Product:**	Berry for Richmond Mayor	**Office:**	WASHINGTON	**Total CPP:**	$42.55
	SUITE #102	**Agency Order #:**	30049261	**Primary Demo:**	Adults 35+	**Total GRP:**	14.1
	ALEXANDRIA, VA 22301	**Buyer:**	Brooks, Michele	**Con Type:**	POLITICAL/VOTE		
		Salesperson:	JAMES SCUTARI 202-955-5342	**Assistant:**	JAMES SCUTARI 202-955-5342	**Separation:**	

Comments: Berry Order Flight Dates 10/06-10/12 Please confirm receipt. Michele Brooks

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							10/6	10/7	10/8	10/9	10/10	10/11	10/12					
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						TOTALS:	**0**	**1**	**0**	**0**	**0**	**1**	**1**		**3**	**$600.00**	**$42.55**	**14.1**

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Special Instructions	

Order Level Comments

Date/Time	Added by	Comment
10/04/16 4:38 PM	JAMES SCUTARI	Berry Order Flight Dates 10/06-10/12 Please confirm receipt. Michele Brooks
10/04/16 4:38 PM	JAMES SCUTARI	Berry Order Flight Dates 10/06-10/12 Please confirm receipt. Michele Brooks

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WRLH Share:	4%
Comment:	
WRIC:	28%
WTVR:	34%
WWBT:	34%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	3	$600.00	$42.55	14.1
Total	**100%**	**3**	**$600.00**	**$42.55**	**14.1**

Monthly Summary

Month	Spots	Dollars
2016-Oct	3	$600.00
Total	**3**	**$600.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Revision	10/4/16 4:38 PM	JAMES SCUTARI	Revised			$0	$600.00	Changes: Product from Order to Berry for Richmond Mayor, User Entered $ from $0.00 to $600.00.
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