Contract Agreement Between:

CONTRACT

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

www.wsfa.com

And:

Greer, Margolis, & Mitchell
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract / Revision	Alt Order #
1861939 /	08874376

Product
HIGHWAY 31

Contract Dates	Estimate #
12/06/17 - 12/12/17	6115

Advertiser	Original Date / Revision
ISS/Highway 31	12/07/17 / 12/07/17

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
	361	385

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
2	WSFA	12/11/17	12/12/17	NBC Today 2	9-10am		:30			NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/11/17	12/17/17	MT-----	1	$250.00							
3	WSFA	12/06/17	12/08/17	NBC Today with Kathie Lee	10-11am		:30			NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/04/17	12/10/17	--WTF--	1	$250.00							
4	WSFA	12/11/17	12/12/17	ALABAMA LIVE @ 11A	11-1130Am		:30			NM	1	$75.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/11/17	12/17/17	MT-----	1	$75.00							
5	WSFA	12/06/17	12/08/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30			NM	1	$75.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/04/17	12/10/17	--WTF--	1	$75.00							
6	WSFA	12/11/17	12/12/17	WSFA 12 News at Noon	12-1230pm		:30			NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/11/17	12/17/17	MT-----	1	$250.00							
7	WSFA	12/06/17	12/08/17	NET Days of Our Lives	1230-130p		:30			NM	1	$350.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/04/17	12/10/17	--WTF--	1	$350.00							
8	WSFA	12/11/17	12/12/17	RIGHT THIS MINUTES	130-2p		:30			NM	1	$75.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/11/17	12/17/17	MT-----	1	$75.00							
9	WSFA	12/06/17	12/08/17	HARRY	2-3p		:30			NM	1	$75.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/04/17	12/10/17	--WTF--	1	$75.00							
10	WSFA	12/11/17	12/12/17	JUDGE JUDY 2ND RUN	3-330p		:30			NM	1	$135.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/11/17	12/17/17	MT-----	1	$135.00							
11	WSFA	12/06/17	12/08/17	JUDGE JUDY 1ST RUN	330-4p		:30			NM	1	$135.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							

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Contract / Revision	Alt Order #
1861939 /	08874376

Contract Dates	Product	Estimate #
12/06/17 - 12/12/17	HIGHWAY 31	**6115**

Advertiser	Original Date / Revision
ISS/Highway 31	12/07/17 / 12/07/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --WTF--	Spots/Week 1	Rate $135.00						
13	WSFA	12/06/17	12/12/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30			NM	1	$135.00
Week:		Start Date 12/06/17	End Date 12/12/17	Weekdays MTWTF--	Spots/Week 1	Rate $135.00						
14	WSFA	12/06/17	12/08/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30			NM	1	$175.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --WTF--	Spots/Week 1	Rate $175.00						
15	WSFA	12/06/17	12/08/17	WSFA 12 News at Five	5-530pm		:30			NM	1	$425.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --WTF--	Spots/Week 1	Rate $425.00						
16	WSFA	12/06/17	12/08/17	WSFA 12 News at Six - MF	6-630pm		:30			NM	1	$800.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --WTF--	Spots/Week 1	Rate $800.00						
17	WSFA	12/06/17	12/08/17	ENTERTAINMENT TONIGH	630-7p		:30			NM	1	$350.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --W-F--	Spots/Week 1	Rate $350.00						
N 18	WSFA	12/06/17	12/08/17	WSFA 12 News at Ten - MF	10-1035pm		:30			NM	1	$500.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --WTF--	Spots/Week 2	Rate $500.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	*WSFA*	*12/04/17-12/10/17*		*WSFA 12 News at Ten - MF*	*10-1035pm*	---WThF----	*:30*		*~~$500.00~~*	*NM*		
	Credited											
19	WSFA	12/06/17	12/08/17	Tonight Show	1035-1137pm		:30			NM	1	$200.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --W-F--	Spots/Week 1	Rate $200.00						
20	WSFA	12/06/17	12/08/17	Late Night w/ Seth Meyers	1137p-1237x		:30			NM	1	$50.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --W-F--	Spots/Week 1	Rate $50.00						
21	WSFA	12/11/17	12/11/17	THE VOICE	7-9pm		:30			NM	1	$1,500.00
Week:		Start Date 12/11/17	End Date 12/17/17	Weekdays 1------	Spots/Week 1	Rate $1,500.00						
22	WSFA	12/06/17	12/08/17	Today in Alabama 5am	5-530a		:30			NM	1	$200.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --WTF--	Spots/Week 1	Rate $200.00						
23	WSFA	12/06/17	12/08/17	Today in Alabama 530a	528am-6am		:30			NM	1	$250.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --WTF--	Spots/Week 1	Rate $250.00						
24	WSFA	12/06/17	12/08/17	Today In Alabama	6a-7a		:30			NM	1	$350.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --WTF--	Spots/Week 1	Rate $350.00						
25	WSFA	12/06/17	12/08/17	NBC Today Show	7-9am		:30			NM	1	$260.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays --WTF--	Spots/Week 1	Rate $260.00						
26	WSFA	12/09/17	12/09/17	NBC Saturday Today Show	6-8am		:30			NM	1	$115.00
Week:		Start Date 12/04/17	End Date 12/10/17	Weekdays -----1-	Spots/Week 1	Rate $115.00						

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12/06/17 - 12/12/17	HIGHWAY 31	**6115**

Advertiser	Original Date / Revision
ISS/Highway 31	12/07/17 / 12/07/17

*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						
27	WSFA	12/10/17	12/10/17	NET NBC Sunday Today Shc	7-8a		:30			NM	1	$125.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/04/17	12/10/17	------1	1	$125.00						
28	WSFA	12/10/17	12/10/17	NET NBC Meet The Press	8-9a		:30			NM	1	$225.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/04/17	12/10/17	------1	1	$225.00						
29	WSFA	12/11/17	12/12/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30			NM	1	$135.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	M------	1	$135.00						
30	WSFA	12/11/17	12/12/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30			NM	1	$175.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	M------	1	$175.00						
31	WSFA	12/11/17	12/12/17	WSFA 12 News at Five	5-530pm		:30			NM	1	$425.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	MT-----	1	$425.00						
32	WSFA	12/11/17	12/11/17	WSFA 12 News at Six - MF	6-630pm		:30			NM	1	$800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	1------	1	$800.00						
33	WSFA	12/11/17	12/11/17	ENTERTAINMENT TONIGH	630-7p		:30			NM	1	$350.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	1------	1	$350.00						
34	WSFA	12/11/17	12/11/17	WSFA 12 News at Ten - MF	10-1035pm		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	1------	1	$500.00						
35	WSFA	12/11/17	12/11/17	Tonight Show	1035-1137pm		:30			NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	1------	1	$200.00						
36	WSFA	12/11/17	12/11/17	Late Night w/ Seth Meyers	1137p-1237x		:30			NM	1	$50.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	1------	1	$50.00						
37	WSFA	12/11/17	12/12/17	Today in Alabama 5am	5-530a		:30			NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	MT-----	1	$200.00						
38	WSFA	12/11/17	12/12/17	Today in Alabama 530a	528am-6am		:30			NM	1	$250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	MT-----	1	$250.00						
39	WSFA	12/11/17	12/12/17	Today In Alabama	6a-7a		:30			NM	1	$350.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	MT-----	1	$350.00						
40	WSFA	12/11/17	12/12/17	NBC Today Show	7-9am		:30			NM	1	$260.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/11/17	12/17/17	MT-----	1	$260.00						
41	WSFA	12/06/17	12/08/17	NET Early Today ON	4X-430x		:30			NM	1	$15.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		12/04/17	12/10/17	--WT---	1	$15.00						
42	WSFA	12/11/17	12/12/17	NET Early Today ON	4X-430x		:30			NM	1	$25.00

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*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:	12/11/17	12/17/17	MT-----	1	$25.00							
N 43	WSFA	12/11/17	12/12/17	Today In Alabama	6a-7a		:30			NM	1	$350.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/11/17	12/17/17	MT-----	1	$350.00							
N 44	WSFA	12/09/17	12/09/17	WSFA 12 News at Six-Sat	Sa 6-7pm		:30			NM	1	$150.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	12/04/17	12/10/17	-----S-	1	$150.00							
						Totals					42	$11,565.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
11/27/17 -12/12/17	42	$11,565.00	($1,734.75)	$9,830.25
Totals	42	$11,565.00	($1,734.75)	$9,830.25

Signature: _____ **Date:** _____

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REP: TEL# 703-528-9387 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 8874376 TRF# 1861939 ORDER WORKSHEET HARRIS REPORT FROM STATION DEC7/17 14.33
$$$ MOD# 0: APPROVED REV #0 $$$ **CHANGES** *** WSFA-TV ***

ADV #_____ ADV. NAME ISS/HIGHWAY 31 REP.#_____ OFF.#_____ SALESMAN #_____

AGY #_____ AGY. NAME WATERFRONT STRATEGIES BUYER NAME JESSE DEMASTRIE

3050 K STREET NW - SUITE 100 SALES PRSN WA- RYAN EDDINS (H)

WASHINGTON, DC 20007

ORDER #_____ CONTRACT # 8874376 CLASS: NATL. LOCAL REGIONAL

PRDCT HIGHWAY 31 EST#6115 COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES DEC6/17 DEC12/17 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE DEC7/17 14.33

STA:

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

HIGHWAY 31/NOTHING CAN RUN PAST 6P 12/12
NO BUYS TO PRINT
STATION MAKEGOOD OFFERS:

M1	UNRESL	BUY#18	MISSED:W-F/1000P-1035P	DEC7	30S	$500.00	(DEC7/17)
			OFFER:M-TU/600A-700A	DEC11	30S	$350.00	PLS ADVISE.
			& SAT/600P-700P	DEC9	30S	$150.00	

CMT:URGENT! NEED ANSWER ASAP! PROGRAM CHANGE. PLEASE CONFIRM. THANKS,
CMT:DENICE

DEC/17 11565.00 CONTRACT TOTAL 11565.00
TOTAL SPOTS 41

MARKET TOTALS $23,130 WSFA 50% WNCF 5% WAKA 35% WCOV 10% CABL 0% WBMM 0% WIYC 0%
ESFA 0% EAKA 0%

ESTIMATED.

SVC- NSI
DEMOS- RA35+*

REP: TEL# 703-528-9387 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 8874376 TRF# 1861939 ORDER WORKSHEET HARRIS REPORT FROM REP DEC7/17 15.20
$$$ MOD# 0: UNAPPROVED REV #1 $$$ **CHANGES** *** WSFA-TV ***

ADV #_____ ADV. NAME ISS/HIGHWAY 31 REP.#_____ OFF.#_____ SALESMAN #_____

AGY #_____ AGY. NAME WATERFRONT STRATEGIES BUYER NAME JESSE DEMASTRIE

3050 K STREET NW - SUITE 100 SALES PRSN WA- RYAN EDDINS (H)

WASHINGTON, DC 20007

ORDER #_____ CONTRACT # 8874376 CLASS: NATL. LOCAL REGIONAL

PRDCT HIGHWAY 31 EST#6115 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES DEC6/17 DEC12/17 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE DEC7/17 15.20

REP: REVISED ORDER
M1 OKD AS LINES 41-42
TTL SAME, $11,565
PLS CONFM
THANKS JASMINE FOR RYAN

STA:

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

HIGHWAY 31/NOTHING CAN RUN PAST 6P 12/12

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
			AGENCY ADVERTISER CODE = 361			AGENCY EST# = 6115						
			AGENCY PRODUCT CODE = 385									
18		S	1000P-1035P	30		$500.00	12/6	12/8	1		W-F	1
			PROGRAM : WSFA 12 NEWS AT 10P									
			CON COM1: WSFA 12 NEWS AT 10P									
41		A	600A-700A	30		$350.00	12/11	12/12	1		M-TU	1
			PROGRAM : TODAY IN AL									
			ORD COM1: URGENT! NEED ANSWER ASAP! PROGRAM CHANGE. PLEASE CONFIRM. THANKS,									
			ORD COM2: DENICE									
			THIS IS A MAKE-GOOD FOR DEC7 ON LINE-18 FOR 1 SPOT/WK									

REP: TEL# 703-528-9387 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 8874376 TRF# 1861939 ORDER WORKSHEET HARRIS REPORT FROM REP DEC7/17 15.20
$$$ MOD# 0: UNAPPROVED REV #1 $$$ **CHANGES** *** WSFA-TV ***

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
42		A	600P-700P	30		$150.00	12/9	12/9	1	✓	SAT	1

PROGRAM : WSFA SAT 6P NEWS
ORD COM1: URGENT! NEED ANSWER ASAP! PROGRAM CHANGE. PLEASE CONFIRM. THANKS,
ORD COM2: DENICE
PART OF A MAKEGOOD MADE UP OF LINES 41-42

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#18	MISSED:W-F/1000P-1035P	DEC7	30S	$500.00	(DEC7/17)
			OFFER:M-TU/600A-700A	DEC11	30S	$350.00	PLS ADVISE.
			& SAT/600P-700P	DEC9	30S	$150.00	

CMT:URGENT! NEED ANSWER ASAP! PROGRAM CHANGE. PLEASE CONFIRM. THANKS,
CMT:DENICE

DEC/17 11565.00 CONTRACT TOTAL 11565.00
TOTAL SPOTS 42

MARKET TOTALS $23,130 WSFA 50% WNCF 5% WAKA 35% WCOV 10% CABL 0% WBMM 0% WIYC 0%
ESFA 0% EAKA 0%

ESTIMATED.

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP: TEL# 703-528-9387 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 8874376 TRF# 1861939 ORDER WORKSHEET HARRIS REPORT FROM STATION DEC7/17 15.48
$$$ MOD# 0: APPROVED REV #1 $$$ *** WSFA-TV ***

ADV #_____ ADV. NAME ISS/HIGHWAY 31 REP.#_____ OFF.#_____ SALESMAN #_____

AGY #_____ AGY. NAME WATERFRONT STRATEGIES BUYER NAME JESSE DEMASTRIE

3050 K STREET NW - SUITE 100 SALES PRSN WA- RYAN EDDINS (H)

WASHINGTON, DC 20007

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PRDCT HIGHWAY 31 EST#6115 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES DEC6/17 DEC12/17 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE DEC7/17 15.48

REP: REVISED ORDER
M1 OKD AS LINES 41-42
TTL SAME, $11,565
PLS CONFM
THANKS JASMINE FOR RYAN

STA:

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

HIGHWAY 31/NOTHING CAN RUN PAST 6P 12/12
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#18	MISSED:W-F/1000P-1035P	DEC7	30S	$500.00	(DEC7/17)
			OFFER:M-TU/600A-700A	DEC11	30S	$350.00	PLS ADVISE.
			& SAT/600P-700P	DEC9	30S	$150.00	

CMT:URGENT! NEED ANSWER ASAP! PROGRAM CHANGE. PLEASE CONFIRM. THANKS,
CMT:DENICE

CONTRACT TOTAL 11565.00
TOTAL SPOTS 42