Contract Agreement Between:

CONTRACT

WYFF 4
505 Rutherford Street
Greenville, SC 29609
(864)242-4404

WYFF4.com

And:

Strategic Media Placement OH
Attention: Brant Fink
7669 Stagers Loop
Delaware, OH 43015

Contract / Revision	Alt Order #
1488986 /	25174625

Product
McCrory/R/Gov NC

Contract Dates	Estimate #
10/03/16 - 10/09/16	

Advertiser	Original Date / Revision
McCrory/R/Governor	10/20/16 / 10/20/16

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WYFF 4	Meredith Thompson	Eagle-Washingt

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	Rtn	Type	Spots	Amount
N 1	WYFF	10/03/16	10/07/16	LIVE WITH KELLY	9-10am		:30				NM	2	$400.00

Class of Time - Pre-emptible with notice

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/03/16	10/09/16	-TWTF--	3	$200.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WYFF*	*10/03/16-10/09/16*	*LIVE WITH KELLY*	*9-10am*	-TuWThF----	*:30*	~~*$200.00*~~	*NM*
	Credited							

N 2	WYFF	10/03/16	10/07/16	DR. OZ DAY	11A-12P		:30				NM	1	$125.00

Class of Time - Pre-emptible with notice

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/03/16	10/09/16	-TWTF--	3	$125.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WYFF*	*10/03/16-10/09/16*	*DR. OZ DAY*	*11A-12P*	-TuWThF----	*:30*	~~*$125.00*~~	*NM*
	Credited							
2	*WYFF*	*10/03/16-10/09/16*	*DR. OZ DAY*	*11A-12P*	-TuWThF----	*:30*	~~*$125.00*~~	*NM*
	Credited							

3	WYFF	10/03/16	10/07/16	ELLEN EF	3-4P		:30				NM	3	$600.00

Class of Time - Pre-emptible with notice

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/03/16	10/09/16	-TWTF--	3	$200.00

4	WYFF	10/03/16	10/07/16	M-F 4-5pm News	4-5p		:30				NM	3	$900.00

Class of Time - Pre-emptible with notice

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/03/16	10/09/16	-TWTF--	3	$300.00

N 5	WYFF	10/03/16	10/07/16	Entertainment Tonight	7-730p		:30				NM	2	$1,200.00

Class of Time - Pre-emptible with notice

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/03/16	10/09/16	-TWTF--	3	$600.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WYFF*	*10/03/16-10/09/16*	*Entertainment Tonight*	*7-730p*	-TuWThF----	*:30*	~~*$600.00*~~	*NM*
	Credited							

(* 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. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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10/03/16 - 10/09/16	McCrory/R/Gov NC	

Advertiser	Original Date / Revision
McCrory/R/Governor	10/20/16 / 10/20/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
6	WYFF	10/09/16	10/09/16	Sun 6pm News	6-630pm		:30				NM	1	$450.00
Class of Time - Pre-emptible with notice													
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/03/16	10/09/16	------S	1	$450.00								
7	WYFF	10/09/16	10/09/16	News4 @ 5am Sun	5-6am		:30				NM	1	$75.00
Class of Time - Immediately Pre-emptible without notice													
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/03/16	10/09/16	------S	1	$75.00								
						Totals		0.00				13	$3,750.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 -10/09/16	13	$3,750.00	($562.50)	$3,187.50
Totals	13	$3,750.00	($562.50)	$3,187.50

Signature: _____ **Date:** _____

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