Rep Order# 9797763 **Ver#** 1 **Status** New **Traffic Order#**
EC'd No

Printed: 08/20/2012 9:27 AM
Last Received: 08/19/2012 1:58 PM
Showing Buylines: All Lines

Station WWSB-TV SARASOTA,FL
Advertiser ( ) POLITICAL ISSUE GROU
Product P-USA ACTION
Estimate# 1565
Buyer CASEY BESSETTE
Phone#
Fax#

31474

Agency ( ) MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1565
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) BRAD PHILIPPS

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

— CONTRACT COMMENT —

PRIORITIES USA ACTION **********NONDISCRIMINATION********** 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 COMMUNICATIONS, INC. (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.

— REMARKS —

NEW PRIORITIES ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	630A-7A	NEWS	:30	$250.00	10/16-10/19	4	1	4	$1,000.00	
	2	M	630A-7A	NEWS	:30	$250.00	10/22-10/22	1	1	1	$250.00	
	3	TU-F	7A-8A	GMA	:30	$400.00	10/16-10/19	4	1	4	$1,600.00	
	4	M	7A-8A	GMA	:30	$400.00	10/22-10/22	1	1	1	$400.00	
	5	TU-F	8A-9A	GMA	:30	$400.00	10/16-10/19	4	1	4	$1,600.00	
	6	M	8A-9A	GMA	:30	$400.00	10/22-10/22	1	1	1	$400.00	
	7	TU-F	12P-1230P	NEWS	:30	$125.00	10/16-10/19	4	1	4	$500.00	
	8	M	12P-1230P	NEWS	:30	$125.00	10/22-10/22	1	1	1	$125.00	
	9	TU-F	1230P-1P	NEWS	:30	$125.00	10/16-10/19	4	1	4	$500.00	
	10	M	1230P-1P	NEWS	:30	$125.00	10/22-10/22	1	1	1	$125.00	

Rep Order# 9797763 **Ver#** 1 **Status** New **Traffic Order#**
EC'd No

Printed: 08/20/2012 9:27 AM
Last Received: 08/19/2012 1:58 PM
Showing Buylines: All Lines

Station WWSB-TV SARASOTA,FL
Advertiser ( ) POLITICAL ISSUE GROU
Product P-USA ACTION
Estimate# 1565
Buyer CASEY BESSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1565
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) BRAD PHILIPPS

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	TU-F	530P-6P	NEWS	:30	$500.00	10/16-10/19	4	1	4	$2,000.00	
	12	M	530P-6P	NEWS	:30	$500.00	10/22-10/22	1	1	1	$500.00	
	13	TU-F	6P-630P	NEWS	:30	$800.00	10/16-10/19	4	1	4	$3,200.00	
	14	M	6P-630P	NEWS	:30	$800.00	10/22-10/22	1	1	1	$800.00	
	15	TU-F	630P-7P	NEWS	:30	$1,000.00	10/16-10/19	4	1	4	$4,000.00	
	16	M	630P-7P	NEWS	:30	$1,000.00	10/22-10/22	1	1	1	$1,000.00	
	17	SA	8A-9A	GMA	:30	$250.00	10/20-10/20	1	1	1	$250.00	
	18	SA	7P-730P	MILLIONAIRE	:30	$450.00	10/20-10/20	1	1	1	$450.00	
	19	SU	630P-7P	NEWS	:30	$450.00	10/21-10/21	1	1	1	$450.00	

---REPORT TOTALS---

Report Totals: 43 / $19,150.00

---SALES MONTHLY TOTALS---

Oct 12: 43 / $19,150.00
Sales Totals: 43 / $19,150.00
Station Totals: 43 / $19,150.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$383,000	CABL	0%	UNKN	0%	WBSV	0%	WFLA	29%	WFTS	29%
		WTOG	1%	WTSP	14%	WTTA	4%	WTVT	18%	WWSB	5%

Rep Order# 9797763 **Ver#** 1 **Status** New **Traffic Order#**
EC'd No

Printed: 08/20/2012 9:27 AM
Last Received: 08/19/2012 1:58 PM
Showing Buylines: All Lines

Station WWSB-TV SARASOTA,FL
Advertiser ( ) POLITICAL ISSUE GROU
Product P-USA ACTION
Estimate# 1565
Buyer CASEY BESSETTE
Phone#
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1565
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) BRAD PHILIPPS

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Contract Agreement Between:

CONTRACT

WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

www.wwsb.tv

And:

MUNDY KATOWITZ MEDIA
1322 G STREET, SE
WASHINGTON, DC 20003

Contract / Revision	Alt. Order #
31474 /	09797763

Product
1565/P-USA ACTION

Contract Dates	Est. #
10/16/12 - 10/22/12	**1565**

Advertiser	Original Date / Revision
PRIORITIES USA ACT	08/20/12 / 08/20/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WWSB	BRAD PHILLIPS	Washington DC

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code
	321	340

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
N 1	7	10/16/12	10/19/12	ABC 7 Sunrise News @	6a-7a		:30			NM	4	$1,000.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 4		Rate $250.00					
N 2	7	10/22/12	10/22/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	$250.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1		Rate $250.00					
N 3	7	10/16/12	10/19/12	Good Morning America	7-9a		:30			NM	4	$1,600.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 4		Rate $400.00					
N 4	7	10/22/12	10/22/12	Good Morning America	7-9a		:30			NM	1	$400.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1		Rate $400.00					
N 5	7	10/16/12	10/19/12	Good Morning America	7-9a		:30			NM	4	$1,600.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 4		Rate $400.00					
N 6	7	10/22/12	10/22/12	Good Morning America	7-9a		:30			NM	1	$400.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1		Rate $400.00					
N 7	7	10/16/12	10/19/12	ABC 7 News at Noon	12-1p		:30			NM	4	$500.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 4		Rate $125.00					
N 8	7	10/22/12	10/22/12	ABC 7 News at Noon	12-1p		:30			NM	1	$125.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1		Rate $125.00					
N 9	7	10/16/12	10/19/12	ABC 7 News at Noon	12-1p		:30			NM	4	$500.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 4		Rate $125.00					
N 10	7	10/22/12	10/22/12	ABC 7 News at Noon	12-1p		:30			NM	1	$125.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1		Rate $125.00					
N 11	7	10/16/12	10/19/12	ABC 7 News at 530p	530-6p		:30			NM	4	$2,000.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 4		Rate $500.00					
N 12	7	10/22/12	10/22/12	ABC 7 News at 530p	530-6p		:30			NM	1	$500.00

(* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777
www.wwsb.tv

Contract / Revision	Alt. Order #
31474 /	09797763

Contract Dates	Product	Est. #
10/16/12 - 10/22/12	1565/P-USA ACTION	1565

Advertiser	Original Date / Revision
PRIORITIES USA ACT	08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $500.00						
N 13	7	10/16/12	10/19/12	ABC 7 News at 6p	6-630p		:30			NM	4	$3,200.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 4	Rate $800.00						
N 14	7	10/22/12	10/22/12	ABC 7 News at 6p	6-630p		:30			NM	1	$800.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $800.00						
N 15	7	10/16/12	10/19/12	ABC World News Tonig	630-7p		:30			NM	4	$4,000.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 4	Rate $1,000.00						
N 16	7	10/22/12	10/22/12	ABC World News Tonig	630-7p		:30			NM	1	$1,000.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $1,000.00						
N 17	7	10/20/12	10/20/12	Sat/Sun GMA	8-9a		:30			NM	1	$250.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -----S-	Spots/Week 1	Rate $250.00						
N 18	7	10/20/12	10/20/12	ABC 7 Sat News at 7p	7-730p		:30			NM	1	$450.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -----S-	Spots/Week 1	Rate $450.00						
N 19	7	10/21/12	10/21/12	ABC 7 Sun News at 63	630-7p		:30			NM	1	$450.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays ------S	Spots/Week 1	Rate $450.00						
									Totals		43	$19,150.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/22/12	43	$19,150.00	$16,277.50
Totals	43	$19,150.00	$16,277.50

Signature: _____ **Date:** _____

(* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.