

Contract No. 6776-B

CONTRACT

This contract, made this 22nd day of February, 2017 between Richmond Public Schools, by the Department of Logistics, hereinafter called "RPS" and

WWBT – NBC 12

and his/her, its or their successors, executors, administrators and assigns, hereinafter called the "Contractor";

WITNESSETH: That the said Contractor agrees with said RPS, for the consideration herein mentioned, and at his/her, its or their own proper cost and expense to do all the work and/or furnish all the materials, services, equipment and/or labor necessary to carry out its agreement in the manner and to the full extent as set forth in RPS Invitation for Bids No. 17-6776-2 dated February 9, 2017 to the satisfaction of RPS, who shall have at all times full opportunity to inspect the materials to be furnished and/or the work to be done under this agreement. All terms and conditions, specifications, general and special provisions, plans, drawings, and all documents referred to are hereby made part of this agreement as completely as if incorporated herein.

It is agreed that the materials/services to be furnished or work to be done under this contract is to provide TV and Internet Broadcasting Advertisement to Richmond Public Schools, if and when ordered, for the period March 1, 2017 through February 28, 2018, with option to renew three (3) additional years, as priced on the attached list and in accordance to your response to Bid Invitation No. 17-6776-2, in accordance with documents herein referred to.

In consideration of the foregoing premises, RPS agrees to pay the Contractor for all items of work performed and/or materials or services furnished at the unit prices or lump sum prices under the conditions set forth in documents herein referred to.

Firm: **WWBT – NBC 12**
5710 Midlothian Turnpike
Richmond, VA 23225

RICHMOND PUBLIC SCHOOLS

By: Rodney Bryant

[Signature]
Superintendent/Designee

Title: SALES MANAGER

3/2/17
Date

Date: 2-28-17

Class:
Commodity: TV and Internet
Bid Number: 17-6776-2
Buyer: M.A. Williams

Vendor Name:
Terms:
FOB:
Delivery (Days):

WWBT-NBC 12	

Stock Number	Ln	Qty	Unit	Items		
	1			Vendor to provide TV and Internet Broadcasting on an as needed		
	2			basis for various schools/dept. in RPS.		
	3	1121	ea	Broadcasting advertisement for the		\$5k
	4			Adult and Continuing Education Department March-June 2018 7		
	5			RPS Adulat & Continuing Ed. Dept.		\$5k
	6			is holding GED Classes for Adults 20 and over. Time Is Running Out-		
	7			Get your GED before the test changes in 2018		\$5k
					proposed schedule attached w/ additional information	
	8					
	9			Contact Rep. Phone #	Rodney Bryant 230-2743 (p)	
	10				230-2500 (f) rbryant@	
	11				nbc12.com	
	12					
	13					
	14					
	15					
	16					



Richmond Public Schools 17-6776-2

The proposed schedule:

- *Will have an unduplicated reach of 648,852 for Persons 18+ or 58.6 for your target*
- *Will Reach 357,918 Persons 18+ 3 or more times or 32.3 for your target*
- *Will Achieve 148.1 Gross Rating Points or 1646.0 Impressions(000)*
- *Will have an average frequency of 2.5*
- *Have an average Cost Per Point of \$33.76*
- *Have an average Cost Per Thousand of \$3.04*

All this for an investment of \$3000.00

Name: Rodney Bryant
Phone: 804-230-2743
email: rbryant@nbct12.com
Website: www.nbct12.com



Acc. Exec: Rodney Bryant
 Phone #: 804-230-2743
 Email: rbryant@nbc12.com
 Web Site: www.nbc12.com

Proposed ID: 28961
 Market: RICHMOND-PETERSBURG [55]
 Station: WWBT
 Schedule Date: 3/9/2017 - 3/19/2017
 Advertiser: <No Advertiser>
 Estimate #: 17-6776-2
 Spot Length(s): :30
 Book: March - Dec 16 Average
 Author: RLB

Due to the consistent demand on WWBT/NBC12, the rates provided in this avail or package are valid for 5 business days unless otherwise stated. Thank you for giving us the opportunity to compete for your business.

Program Time	Spot Length	MR	MR	DMA PUB+	Rate Spots	Flight Dates: 3/6/2017-3/19/2017	
						Wk	Spots
WWBT							
12 NEWS AT 5A	:30	2	3	15.8	2	\$100.00	5
GRPs/Impressions				79.0			
Mo-Fr 5:00a-5:30a							
LIVE W/ KELLY	:30	2	2	31.5	2	\$100.00	4
GRPs/Impressions				126.0			
Mo-Fr 10:00a-11:00a							
12 NEWS @ NOON	:30	3	3	26.4	2	\$70.00	6
GRPs/Impressions				158.4			
Mo-Fr 12:00p-12:30p							
RACHAEL RAY	:30	3	3	9.2	2	\$35.00	6
GRPs/Impressions				55.2			
Mo-Fr 2:00p-3:00p							
WENDY WILLIAMS	:30	3	3	13.2	2	\$75.00	6
GRPs/Impressions				79.2			
Mo-Fr 3:00p-4:00p							
FIRST AT 4	:30	3	3	34.1	2	\$75.00	6
GRPs/Impressions				204.6			
Mo-Fr 4:00p-4:30p							
FIRST NEWS AT 5P	:30	3	3	43.3	2	\$200.00	6
GRPs/Impressions				259.8			
Mo-Fr 5:00p-6:00p							
INSIDER	:30	5	5	7.1	2	\$10.00	10
GRPs/Impressions				71.0			
Mo-Fr 2:30a-3:00a							
EARLY TODAY	:30	3	3	6.8	2	\$35.00	6
GRPs/Impressions				40.8			
Mo-Fr 4:00a-4:30a							



Richmond Public Schools 17-6776-2

Book: March - Dec 16 Average

Proposal ID: 28961
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 Station: WVBT
 Schedule Dates: 3/6/2017 - 3/19/2017
 Advertiser: <No Advertiser>
 Estimate #: 17-6776-2
 Spot Length(s): :30
 Book: March - Dec 16 Average
 Author: RUB

Act. Exec: Rodney Bryant
 Phone #: 804-230-2743
 Email: rbryant@wbvt12.com
 Web Site: www.wbvt12.com

Due to the consistent demand on WVBT/NBC12, the rates provided in this email or package are valid for 5 business days unless otherwise stated. Thank you for giving us the opportunity to compete for your business.

Program	Spot Length	MR	NR	DMA #18+	Rate	W	T	R	F	S	S
12 NEWS AT 430A	:30	3	3	10.7	\$50.00						
GRPs/Impressions				64.2							
Mo-Fr 4:30a-4:59a											
WVBT											
ME TV	:30	50	50	*3.5	\$3.00						
GRPs/Impressions				350.0							
Mo-Su 6:00a-2:00a											
ENTERTAINMENT TONIGHT	:30	-	1	22.2	\$110.00						
GRPs/Impressions				22.2							
Sat 7:00p-8:00p											
SATURDAY NIGHT LIVE	:30	-	1	28.6	\$200.00						
GRPs/Impressions				28.6							
Sat 11:30p-1:00a											
INSIDE EDITION WEEKEND	:30	1	1	53.5	\$75.00						
GRPs/Impressions				107.0							
Sun 11:30p-12:00a											

Total Cost: \$5,000.00

Signature

General Summary (DMA #18+ D.000)

Name	Spots	Cost	GRPs	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
WVBT	165	\$5,000.00	148.1	1646.0	\$33.76	\$3.04	58.6	2.5	32.3	648,852	1,107,735

Note: Asterisk (*) Indicates manual adjustment of estimate.
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