

CONTRACT



WPIX-TV
 220 East 42nd Street
 New York, NY 10017
 (212) 949-1100

<u>Contract / Revision</u> 68194 /		<u>Alt Order #</u> 07595653
<u>Product</u> STUDENTS FIRST NY		
<u>Contract Dates</u> 01/17/15 - 01/23/15		<u>Estimate #</u> 397
<u>Advertiser</u> Students First NY		<u>Original Date / Revision</u> 01/16/15 / 01/16/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WPIX-TV	<u>Account Executive</u> Nick Welte	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 14212	<u>Advertiser Code</u> 47	<u>Product Code</u> 66
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Multi Media Services
 915 King Street
 2nd Floor
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	01/23/15	01/23/15	PIX11 MORNING NEWS	5:00 AM-6:00 AM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/19/15	01/25/15	----1--				1	\$400.00	0.00			
N 2	11	01/23/15	01/23/15	PIX11 MORNING NEWS	6:00 AM-6:30 AM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/19/15	01/25/15	---1--				1	\$750.00	0.00			
N 3	11	01/23/15	01/23/15	PIX11 MORNING NEWS	7:00 AM-8:00 AM		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/19/15	01/25/15	----1--				1	\$950.00	0.00			
N 4	11	01/22/15	01/22/15	PIX11 MORNING NEWS	5:00 AM-6:00 AM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/19/15	01/25/15	---1---				1	\$400.00	0.00			
N 5	11	01/22/15	01/22/15	PIX11 MORNING NEWS	6:30 AM-7:00 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/19/15	01/25/15	---1---				1	\$800.00	0.00			
N 6	11	01/22/15	01/22/15	PIX11 MORNING NEWS	8:00 AM-9:00 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/19/15	01/25/15	---1---				1	\$800.00	0.00			
N 7	11	01/21/15	01/21/15	PIX11 MORNING NEWS	5:00 AM-6:00 AM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/19/15	01/25/15	--1----				1	\$400.00	0.00			
N 8	11	01/21/15	01/21/15	PIX11 MORNING NEWS	6:00 AM-6:30 AM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/19/15	01/25/15	--1----				1	\$750.00	0.00			
N 9	11	01/21/15	01/21/15	PIX11 MORNING NEWS	7:00 AM-8:00 AM		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/19/15	01/25/15	--1----				1	\$950.00	0.00			
Totals											0.00	9	\$6,200.00

Time Period	# of Spots	Gross Amount	Net Amount
12/29/14 - 01/23/15	9	\$6,200.00	\$5,270.00
Totals	9	\$6,200.00	\$5,270.00

(* 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.



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01/17/15 - 01/23/15	STUDENTS FIRST NY	397

<u>Advertiser</u>	<u>Original Date / Revision</u>
Students First NY	01/16/15 / 01/16/15

Signature: _____ **Date:** _____

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