

# CONTRACT

956



**WLS-TV**  
 190 North State Street  
 Chicago, IL 60601  
 (312) 750-7777

**ABC 7 CHICAGO**

<http://abclocal.go.com/wls>

And:

**Strategic Media Services, Inc.**  
 1911 North Fort Myer Drive  
 Arlington, VA 22209

<u>Contract / Revision</u> 143956 /		<u>Alt Order #</u> WOC10443381
<u>Product</u> MICHAEL P. MCAULIFFE IL HD 20		
<u>Contract Dates</u> 08/01/16 - 08/07/16		<u>Estimate #</u> 1084
<u>Advertiser</u> Citizens for Michael P. McAuliffe		<u>Original Date / Revision</u> 07/29/16 / 07/29/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WLS-TV	<u>Account Executive</u> Dee Parker	<u>Sales Office</u> Philadelphia NT
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u> 132	<u>Product 1/2</u> 163
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLS	08/02/16	08/04/16	ABC7 News	11a-12p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	-1-1---				2	\$700.00				
N 2	WLS	08/01/16	08/04/16	Jeopardy	330p-4p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	1--1---				2	\$800.00				
N 3	WLS	08/06/16	08/06/16	8a-10a Sa Local news	8a-10a		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	-----1-				1	\$900.00				
N 4	WLS	08/07/16	08/07/16	ABC7 News Su @ 8a	8a-10a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	-----1				1	\$800.00				
N 5	WLS	08/02/16	08/05/16	ABC7 News @ M-F 6a	6a-7a		:30				NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	-11-1--				3	\$1,200.00				
N 6	WLS	08/01/16	08/04/16	ABC7 News @ 5a M-F	5a-6a		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	1--1---				2	\$600.00				
N 7	WLS	08/06/16	08/06/16	GMA Sa 7-8a	7a-8a		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	-----1-				1	\$1,000.00				
N 8	WLS	08/07/16	08/07/16	GMA Su 7-8a	7a-8a		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	-----1				1	\$900.00				
N 9	WLS	08/01/16	08/05/16	GMA M-F 7-9a	7a-9a		:30				NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	1-1-1--				3	\$1,300.00				
N 10	WLS	08/07/16	08/07/16	This Week Su 10-11a	10:00 AM-11:00 AM		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	-----1				1	\$3,000.00				
N 11	WLS	08/02/16	08/05/16	ABC7 News @ 5p M-F	5p-530p		:30				NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	-1-11--				3	\$1,700.00				
N 12	WLS	08/01/16	08/05/16	ABC7 News @ 6p M-F	6p-630p		:30				NM	3	\$10,500.00

(\* 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.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	1-1-1--				3	\$3,500.00				
N 13	WLS	08/01/16	08/04/16	ABC7 News @ 10p M-F/Su	M-F 10-1035P / Su		:30				NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	11-1---				3	\$4,000.00				
N 14	WLS	08/02/16	08/04/16	Wheel of Fortune	626p-656p		:30				NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	-1-1---				2	\$2,600.00				
<b>Totals</b>								0.00				28	\$51,100.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 -08/07/16	28	\$51,100.00	(\$7,665.00)	\$43,435.00
<b>Totals</b>	28	\$51,100.00	(\$7,665.00)	\$43,435.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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