

KYW-TV

1555 Hamilton Street, . PHILADELPHIA PA 19130

KYW-TV

AND

PAGE 1

179297	AGENCY (OR SERVICE) ACTING AS AGENT FOR 322375	ADVERTISER (OR AGENCY AND ADVERTISER)
NAME	WATERFRONT STRATEGIES	MAJORITY FORWARD PAC
AND	3050 K St NW Ste 100	700 13th St NW Ste 600
ADDRESS	Washington DC 20007-5161 USA	Washington DC 20005-3960 USA
CONTACT		PRODUCT ISSUE EST 4980
LOCAL SALESPERSON	AGENCY EST. NO. 4980	PRODUCT CODE 1311
NATIONAL SALESPERSON	Maggie McWilliams - CTS-PH	
BROADCAST SCHEDULE STARTING 10/25/16 AND ENDING 10/31/16 NO. WEEKS: 1		

Cancellation Notice Required
Announcement 28 days prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.
 2) CBS reserves the right to refuse payments in select formats based on business circumstances.
 NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	T-F	4	05:00A	06:00A	30S	10/25/16-10/28/16	5-6A EARLY MORN NEWS	4	375.00	1500.00
2	T-F	4	05:58A	07:00A	30S	10/25/16-10/28/16	THIS MORNING (5:58-7AM)	4	450.00	1800.00
3	M	1	05:58A	07:00A	30S	10/31/16-10/31/16	THIS MORNING (5:58-7AM)	1	450.00	450.00
4	T-F	4	06:58A	09:00A	30S	10/25/16-10/28/16	CBS THIS MORNING	4	400.00	1600.00
5	M	1	06:58A	09:00A	30S	10/31/16-10/31/16	CBS THIS MORNING	1	400.00	400.00
6	T-F	4	09:00A	10:00A	30S	10/25/16-10/28/16	DDOCTORS9AM	4	300.00	1200.00
7	T-F	4	10:58A	12:00N	30S	10/25/16-10/28/16	THE PRICE IS RIGHT	4	900.00	3600.00
8	T-F	4	12:00N	12:30P	30S	10/25/16-10/28/16	NOON NEWS	4	600.00	2400.00
9	T-F	3	12:26P	02:00P	30S	10/25/16-10/28/16	CBS SOAP OPERA ROTATION	3	650.00	1950.00
10	M	1	12:26P	02:00P	30S	10/31/16-10/31/16	CBS SOAP OPERA ROTATION	1	650.00	650.00
11	T-F	4	02:58P	04:00P	30S	10/25/16-10/28/16	FAMILY FEUD	4	325.00	1300.00
12	M	1	02:58P	04:00P	30S	10/31/16-10/31/16	FAMILY FEUD	1	325.00	325.00
13	T-F	4	03:57P	05:00P	30S	10/25/16-10/28/16	DR. PHIL	4	600.00	2400.00
14	M	1	03:57P	05:00P	30S	10/31/16-10/31/16	DR. PHIL	1	600.00	600.00

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AS AGENT FOR (ADVERTISER)

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179297	AGENCY (OR SERVICE) ACTING AS AGENT FOR	322375	ADVERTISER (OR AGENCY AND ADVERTISER)
NAME	WATERFRONT STRATEGIES		MAJORITY FORWARD PAC
AND	3050 K St NW Ste 100		700 13th St NW Ste 600
ADDRESS	Washington DC 20007-5161		Washington DC 20005-3960
	USA		USA
CONTACT			PRODUCT ISSUE EST 4980
LOCAL SALESPERSON		AGENCY EST. NO. 4980	PRODUCT CODE 1311
NATIONAL SALESPERSON	Maggie McWilliams - CTS-PH		
BROADCAST SCHEDULE STARTING 10/25/16 AND ENDING 10/31/16 NO. WEEKS: 1			

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Announcement 28 days prior notice

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			FROM	TO						
15	T-F	4	05:00P	06:00P	30S	10/25/16-10/28/16	5PM EARLY NEWS	4	550.00	2200.00
16	M	1	05:00P	06:00P	30S	10/31/16-10/31/16	5PM EARLY NEWS	1	550.00	550.00
17	T-F	4	06:00P	06:30P	30S	10/25/16-10/28/16	NEWS 3 AT 6	4	750.00	3000.00
18	M	1	06:00P	06:30P	30S	10/31/16-10/31/16	NEWS 3 AT 6	1	750.00	750.00
19	T-F	4	06:30P	07:00P	30S	10/25/16-10/28/16	CBS EVENING NEWS	4	1000.00	4000.00
20	M	1	06:30P	07:00P	30S	10/31/16-10/31/16	CBS EVENING NEWS	1	1000.00	1000.00
21	T-F	4	07:00P	07:27P	30S	10/25/16-10/28/16	ENTERTAINMENT TONIGHT	4	1000.00	4000.00
22	T-Su	5	11:00P	11:35P	30S	10/25/16-10/30/16	LATE NEWS	5	2000.00	10000.00
23	T-F	4	11:35P	12:37A	30S	10/25/16-10/28/16	THE LATE SHOW WITH STEPHEN	4	800.00	3200.00
24	T-F	4	12:37A	01:37A	30S	10/25/16-10/28/16	THE LATE LATE SHOW W/JAMES	4	400.00	1600.00
25	Su	1	05:58A	07:00A	30S	10/30/16-10/30/16	WKND NEWS SUN 6-7A	1	350.00	350.00
26	Su	2	07:00A	08:00A	30S	10/30/16-10/30/16		2	400.00	800.00
27	Su	1	08:00A	09:00A	30S	10/30/16-10/30/16		1	500.00	500.00
28	Su	1	08:57A	10:30A	30S	10/30/16-10/30/16	CBS SUNDAY MORNING	1	2000.00	2000.00
29	Su	1	06:30P	06:57P	30S	10/30/16-10/30/16	NEWS 3 AT 6	1	500.00	500.00

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			FROM	TO						
30	Su	1	11:35P	12:05A	30S	10/30/16-10/30/16	SPORTS ZONE	1	650.00	650.00
31	Su	1	12:05A	01:05A	30S	10/30/16-10/30/16	ENTERTAINMENT TONIGHT	1	250.00	250.00
32	F	1	10:00P	11:00P	30S	10/28/16-10/28/16	BLUE BLOODS	1	7000.00	7000.00
33	Sa	1	09:58P	11:00P	30S	10/29/16-10/29/16	48 HOURS	1	3000.00	3000.00
34	Su	1	06:58P	08:00P	30S	10/30/16-10/30/16	SIXTY MINUTES	1	12000.00	12000.00
35	Su	1	09:00P	10:00P	30S	10/30/16-10/30/16	MADAM SECRETARY	1	10000.00	10000.00
36	M	1	05:00A	06:00A	30S	10/31/16-10/31/16	5-6A EARLY MORN NEWS	1	375.00	375.00
37	M	1	10:58A	12:00N	30S	10/31/16-10/31/16	THE PRICE IS RIGHT	1	900.00	900.00
38	M	1	12:00N	12:30P	30S	10/31/16-10/31/16	NOON NEWS	1	600.00	600.00
39	M	1	07:00P	07:27P	30S	10/31/16-10/31/16	ENTERTAINMENT TONIGHT	1	1000.00	1000.00
40	M	1	11:35P	12:37A	30S	10/31/16-10/31/16	THE LATE SHOW WITH STEPHEN	1	800.00	800.00
41	M	1	12:37A	01:37A	30S	10/31/16-10/31/16	THE LATE LATE SHOW W/JAMES	1	400.00	400.00
42	Su	1	10:30A	11:30A	30S	10/30/16-10/30/16	FACE THE NATION 10:30-11AM	1	1000.00	1000.00
43	T	1	07:57P	09:00P	30S	10/25/16-10/25/16	NAVY NCIS	1	10000.00	10000.00
44	T	1	10:00P	11:00P	30S	10/25/16-10/25/16	NCIS: NEW ORLEANS	1	5500.00	5500.00
45	Sa	1	08:58P	09:57P	30S	10/29/16-10/29/16	CRIME TIME SATURDAY	1	2500.00	2500.00

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			FROM	TO						
46	M	1	09:00A	10:00A	30S	10/31/16-10/31/16	DDOCTORS9AM	1	300.00	300.00
47	M	1	07:57P	09:00P	30S	10/31/16-10/31/16	KEVIN CAN WAIT/MAN WITH A	1	12000.00	12000.00
48	Su	1	07:57P	09:00P	30S	10/30/16-10/30/16	NCIS: LOS ANGELES	1	10000.00	10000.00
49	T-F	1	05:00A	06:00A	30S	10/25/16-10/28/16	5-6A EARLY MORN NEWS	1	650.00	650.00
Total Contract:								98		133550.00
Billing Summary										
						<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Total</u>	
Qtr 4-16						112450.00	21100.00	.00	133550.00	
									GRAND TOTAL	
									133550.00	

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