

CONTRACT



WNYS-TV
1000 James St
Syracuse, NY 13203
(315) 472-6800

And:

Mentzer Media Services
210 W. Pennsylvania Ave.
Suite 250
Towson, MD 21204

Contract / Revision 3268 / 1		Alt Order # 25330474
Product AHANY		
Contract Dates 10/17/16 - 10/23/16		Estimate # 4111
Advertiser American Hospital Association		Original Date / Revision 10/14/16 / 10/18/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WNYS-TV	Account Executive Millennium New York	Sales Office Millennium New
Special Handling		
Demographic Adults 35+		
Agency Code 60		Advertiser Code 401
Agency Ref		Advertiser Ref
Total Ratings 3.50		Product 1/2 401

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNYS	10/23/16	10/23/16	Su	7:00 PM-7:30 PM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/17/16	10/23/16	-----1	1	\$275.00	1.70						
2	WNYS	10/23/16	10/23/16	Su	7:30 PM-8:00 PM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/17/16	10/23/16	-----1	1	\$275.00	1.80						
N 3	WNYS	10/22/16	10/22/16	Sa	6p-7p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/17/16	10/23/16	-----1-	1	\$75.00	0.00						
Totals												3	\$625.00

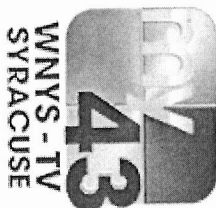
10/20/16

10/20/16

mp

(* 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.



WNYS-TV
1000 James St
Syracuse, NY 13203
(315) 472-6800

Contract / Revision		Alt Order #
3268	/ 1	25330474
Contract Dates	Product	Estimate #
10/17/16 - 10/23/16	AHANY	4111
Advertiser	Original Date / Revision	
American Hospital Assoc	10/14/16 / 10/18/16	

Signature: _____ **Date:** _____

CONTRACT CONFIRMATION: DO NOT PAY FROM THIS CONTRACT, INVOICE TO FOLLOW.

(* 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.

changed

10/18/16



125 West 55th St
New York, NY 10019

confirmed

10/18/16

Contract # 25330474 Changes as of: 10/17/2016 at 6:36 PM Version: Current State Version 2

CPE: 60/40/14/11 Flight: 10/17/16 - 10/23/16 Station: WNYS Total \$: \$625.00

Agency: MENTZER MEDIA Advertiser: AHA PAC Market: Syracuse Total Spots: 3

SERVIC 210 W. Pennsylvania Avenue Suite 250 Product: AHANY Office: NEW YORK Total CPP: \$113.64

Towson, MD 21204 Agency Order #: 5480287 Buyer: Braunschweig, Anne Primary Demo: Adults 35+ Total GRP: 5.5

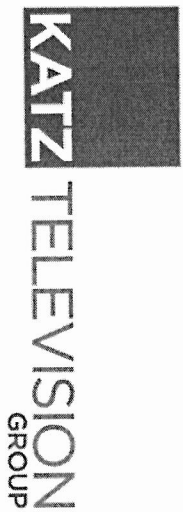
Salesperson: JONATHAN VITTI 212-373-8256 Con Type: POLITICAL/NOTE Traffic #: 3268

Assistant: KENNETH MIELE 212-373-8113 Separation:

Comments: See line 3 for mkgd added

10/17 - 10/23														Total	Total	CPP	GRP								
#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/17	10/18	10/19	10/20	10/21	10/22	10/23	Spots	\$										
	Sa																								
✓REV+3	6p-7p		Wheel/Jeopardy	\$75.00	2.0	30	0	0	0	0	0	0	1	0	1	\$75.00	\$37.50	2.0							
MG \$75 from WSYT Order																									
TOTALS:														0	0	0	0	0	0	1	2	3	\$625.00	\$113.64	5.5

TOTALS: 0 0 0 0 0 0 1 2



125 West 55th St
New York, NY 10019

Contract # 25330474	Changes as of: 10/17/2016 at 6:36 PM	Version: Current State Version 2
CPE: 60/401/4111	Flight: 10/17/16 - 10/23/16	Total \$: \$625.00
Agency: MENTZER MEDIA	Advertiser: AHA PAC	Total Spots: 3
SERVIC	Product: AHANY	Total CPP: \$113.64
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Agency Order #: 5480287 Buyer: Braunschweig, Anne Salesperson: JONATHAN VITTI 212-373-8256	Office: NEW YORK
	Primary Demo: Adults 35+ Con Type: POLITICAL/NOTE Assistant: KENNETH MIELE 212-373-8113	Total GRP: 5.5 Traffic #: 3268 Separation:

Special Instructions	
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Date/Time	Added by	Comment
10/17/16 6:36 PM	JONATHAN VITTI	See line 3 for mkgd added
10/14/16 12:03 PM	System	Notice Received.
10/14/16 11:34 AM	JONATHAN VITTI	Separation: 30

Market Budget: \$62,500
WNYS Share: 1%
Comment:
WSTM: 29%
WSTQ: 2%
WSYR: 31%
WSTY: 11%
WTVH: 26%

Daypart	Spots	Dollars	CPP	GRP
Day/Time	% Distrib			
	100%	\$625.00	\$113.64	5.5
Total	100%	\$625.00	\$113.64	5.5

Month	Spots	Dollars
2016-Oct	3	\$625.00
Total	3	\$625.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
						Contract \$
						Comment
Revision	10/17/16 6:36 PM	JONATHAN VITTI	Revised	1		\$75.00
Queued for Electronic Contracting	10/14/16 11:38 AM					\$0
New	10/14/16 11:33 AM	JONATHAN VITTI	Confirmed	2		\$550.00
						\$550.00

Changes: Total Spots from 2 to 3. Calculated Dollars from \$550.00 to \$625.00. Total GRPs from 3.5 to 5.5. Total CPP from \$157.14 to \$113.64. Competitive Market Budget from \$55,000 to \$62,500. Comments from Separation: 30 to See line 3 for mkgd added. User Entered \$ from \$0.00 to \$625.00. Total \$ from \$550.00 to \$625.00. 1 buyline added or modified.

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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 MEDIA GROUP (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.
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Entered

10/14/16

#3268

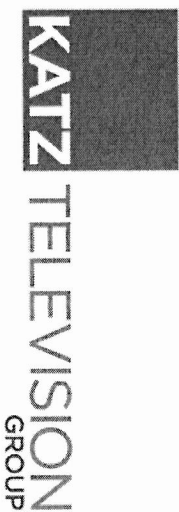


125 West 55th St
New York, NY 10019

Confirmed
10/14/16

Contract # 25330474		Changes as of: 10/14/2016 at 11:34 AM		Version: Current State Version 1	
CPE: 60/401/4111		Flight: 10/17/16 - 10/23/16		Total \$: \$550.00	
Agency: MENTZER MEDIA		Advertiser: AHA PAC		Total Spots: 2	
SERVIC		Product: AHANY		Total CPP: \$157.14	
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204		Agency Order #: 5480287		Primary Demo: Adults 35+	
		Buyer: Braunschweig, Anne		Con Type: POLITICAL/VOTE	
		Salesperson: JONATHAN VITTI		Assistant: KENNETH MIELE	
		212-373-8256		212-373-8113	
Comments: Separation: 30		Separation:		Total GRP: 3.5	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/17 - 10/23							Total Spots	Total \$	CPP	GRP
							10/17	10/18	10/19	10/20	10/21	10/22	10/23				
✓	1 Su 7p-7:30p		Big Bang Theory	\$275.00	1.7	30	0	0	0	0	0	0	1	1	\$275.00	\$161.76	1.7
✓	2 Su 7:30p-8p		Big Bang Theory	\$275.00	1.8	30	0	0	0	0	0	0	1	1	\$275.00	\$152.78	1.8
TOTALS:							0	0	0	0	0	0	2	2	\$550.00	\$157.14	3.5



125 West 55th St.
New York, NY 10019

Contract # 25330474	Changes as of: 10/14/2016 at 11:34 AM	Version: Current State Version 1
CPE: 60/40/14111	Flight: 10/17/16 - 10/23/16	Total \$: \$550.00
Agency: MENTZER MEDIA SERVIC	Advertiser: AHA PAC	Total Spots: 2
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Product: AHANY	Total CPP: \$157.14
	Agency Order #: 5480287	Primary Demo: Adults 35+
	Buyer: Braunschweig, Anne	Con Type: POLITICAL/NOTE
	Salesperson: JONATHAN VITTI	Assistant: KENNETH MIELE
	212-373-8256	212-373-8113
		Separation:

Special Instructions

Order Level Comments

Date/Time Added by **Comment**
10/14/16 11:34 AM JONATHAN VITTI Separation: 30

Competitive Information

Market Budget: \$55,000
WNYS Share: 1%
Comment:
WSTM: 29%
WSTQ: 2%
WSYR: 31%
WSYT: 11%
WTVH: 26%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	2	\$550.00	\$157.14	3.5
Total	100%	2	\$550.00	\$157.14	3.5

Monthly Summary		
Month	Spots	Dollars
2016-Oct	2	\$550.00
Total	2	\$550.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	10/14/16 11:33 AM	JONATHAN VITTI	New	2		\$550.00	\$550.00	

Non-Discrimination Policy 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 MEDIA GROUP (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.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Katelyn Brawn

do hereby request station time concerning the following issue:

American Hospital Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	varies				

This broadcast time will be used by: American Hospital Association

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

American Hospital Association
800 10th St NW, Ste. 400
Washington, DC 20001

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

President: Richard J. Pollack
Treasurer: John Evans

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

American Hospital Association
800 10th St NW, Ste. 400
Washington, DC 20001

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):



President: Richard J. Pollack
Treasurer: John Evans

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

		
_____	_____	_____
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
		
_____	_____	_____
Signature	Printed Name	Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	varies				

Attach proposed schedule with charges (if available): gross

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.