

# CONTRACT



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

<u>Contract / Revision</u> 67801 /		<u>Alt Order #</u> 07594908
<u>Product</u> FAMS 4 EXCLNT SCHOOL		
<u>Contract Dates</u> 01/17/15 - 01/23/15		<u>Estimate #</u> 2847
<u>Advertiser</u> Families for Excellent Schools		<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> 13041	<u>Advertiser Code</u> 382	<u>Product Code</u> 503
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Canal Partners Media**  
 1027 33rd St NW  
 Suite 140  
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	01/19/15	01/23/15	PIX11 NEWS AT 5P	5:00 PM-5:30 PM		:30				NM	3	\$2,100.00
		<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	MTWTF--				3	\$700.00	0.00			
N 2	11	01/19/15	01/23/15	PIX11 NEWS AT 5P	5:30 PM-6:00 PM		:30				NM	3	\$2,100.00
		<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	MTWTF--				3	\$700.00	0.00			
N 3	11	01/19/15	01/23/15	PIX11 MORNING NEWS	6:30 AM-7:00 AM		:30				NM	3	\$2,400.00
		<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	MTWTF--				3	\$800.00	0.00			
N 4	11	01/19/15	01/23/15	PIX11 MORNING NEWS	7:00 AM-8:00 AM		:30				NM	3	\$2,850.00
		<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	MTWTF--				3	\$950.00	0.00			
N 5	11	01/17/15	01/23/15	PIX11 LATE NEWS	10:00 PM-10:30 PM		:30				NM	3	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/17/15	01/23/15	MTWTFSS				3	\$1,750.00	0.00			
N 6	11	01/17/15	01/23/15	M-Su 10p-11p	10:30 PM-11:00 PM		:30				NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/17/15	01/23/15	MTWTFSS				3	\$1,500.00	0.00			
N 7	11	01/17/15	01/18/15	PIX11 NEWS AT 5P	5:00 PM-5:30 PM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		01/12/15	01/18/15	-----SS				2	\$500.00	0.00			
N 8	11	01/17/15	01/17/15	PIX11 LATE NEWS	10:00 PM-10:30 PM		:30				NM	1	\$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:		01/12/15	01/18/15	-----1-				1	\$1,750.00	0.00			
N 9	11	01/18/15	01/18/15	PIX11 NEWS CLOSEUP	6:00 AM-6:30 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:		01/12/15	01/18/15	-----1				1	\$400.00	0.00			
<b>Totals</b>											0.00	22	\$22,350.00

Time Period	# of Spots	Gross Amount	Net Amount
12/29/14 - 01/23/15	22	\$22,350.00	\$18,997.50
<b>Totals</b>	22	\$22,350.00	\$18,997.50

(\* 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.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
67801 /	07594908

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
01/17/15 - 01/23/15	FAMS 4 EXCLNT SCHO	2847

<u>Advertiser</u>	<u>Original Date / Revision</u>
Families for Excellent Sci	01/16/15 / 01/16/15

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

(\* 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.



