

CONTRACT



WIVB
 2077 Elmwood Ave.
 Buffalo, NY 14207
 (716) 874-4410

<u>Contract / Revision</u> 958949 /		<u>Alt Order #</u> 25340121
<u>Product</u> candidate		
<u>Contract Dates</u> 10/25/16 - 11/01/16		<u>Estimate #</u>
<u>Advertiser</u> POL/John Ceretto		<u>Original Date / Revision</u> 10/24/16 / 11/04/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WIVB	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> IN11435	<u>Advertiser Ref</u>	

And:

Mark Guma Communications
 211 West 107th Street
 Suite 2E
 New York, NY 10025
 USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WIVB	10/25/16	10/28/16	Early Morning Wake Up M-F	M-F 5a-559a		:30				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-TWTF--	4			\$175.00					
N 3	WIVB	10/25/16	10/28/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-TWTF--	8			\$150.00					
N 5	WIVB	10/29/16	10/29/16	Saturday Wknd Wake Up RE'Sa	6a-8a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-----S-	2			\$150.00					
N 6	WIVB	10/29/16	10/29/16	CBS This Morning Saturday	Sa 8a-10a		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-----S-	2			\$175.00					
N 7	WIVB	10/30/16	10/30/16	Su Wknd Wakeup 6a-8a REV	Su Wknd Wakeup 6a-8a		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-----S	2			\$125.00					
N 8	WIVB	10/30/16	10/30/16	CBS Sunday Morn 9a-1030a	CBS Sunday Morn		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-----S	1			\$400.00					
N 9	WIVB	10/25/16	10/28/16	Let's Make A Deal	M-F 10-11a		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-TWTF--	3			\$450.00					
N 10	WIVB	10/25/16	10/28/16	M-F 3-357p	M-F 3-357p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-TWTF--	3			\$50.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WIVB	10/24/16-10/30/16	M-F 3-357p	M-F 3-357p	-TuWThF----	:30		\$50.00		NM		
				Credited									
	2	WIVB	10/24/16-10/30/16	M-F 3-357p	M-F 3-357p	-TuWThF----	:30		\$50.00		NM		
				Credited									
	3	WIVB	10/24/16-10/30/16	M-F 3-357p	M-F 3-357p	-TuWThF----	:30		\$50.00		NM		
				Credited									
N 11	WIVB	10/25/16	10/28/16	Price Is Right	M-F 11a-12p		:30				NM	3	\$1,650.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> POL/John Ceretto		<u>Estimate #</u>
		<u>Original Date / Revision</u> 10/24/16 / 11/04/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				3	\$550.00				
N 12	WIVB	10/25/16	10/28/16	News 4 @ Noon	M-F 12p-1230p		:30				NM	4	\$1,400.00
Week:		10/24/16	10/30/16	-TWTF--				4	\$350.00				
N 14	WIVB	10/25/16	10/28/16	The Young & The Restless	M-F 1230p-130p		:30				NM	3	\$675.00
Week:		10/24/16	10/30/16	-TWTF--				3	\$225.00				
N 16	WIVB	10/25/16	10/28/16	The Bold & The Beautiful	M-F 130-2p		:30				NM	3	\$675.00
Week:		10/24/16	10/30/16	-TWTF--				3	\$225.00				
N 18	WIVB	10/25/16	10/28/16	M-F 3-357p	M-F 3-357p		:30				NM	0	\$0.00
Week:		10/24/16	10/30/16	-TWTF--				3	\$50.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WIVB	10/24/16-10/30/16	M-F 3-357p	M-F 3-357p	-TuWThF----	:30		\$50.00		NM	Credited	
	2	WIVB	10/24/16-10/30/16	M-F 3-357p	M-F 3-357p	-TuWThF----	:30		\$50.00		NM	Credited	
	3	WIVB	10/24/16-10/30/16	M-F 3-357p	M-F 3-357p	-TuWThF----	:30		\$50.00		NM	Credited	
N 20	WIVB	10/25/16	10/28/16	M-F News 4 At 4p	M-F News 4 At 4p		:30				NM	3	\$375.00
Week:		10/24/16	10/30/16	-TWTF--				4	\$125.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	4	WIVB	10/24/16-10/30/16	M-F News 4 At 4p	M-F News 4 At 4p	-TuWThF----	:30		\$125.00		NM	Credited	
N 21	WIVB	10/25/16	10/28/16	M-F 5p News 5-6p	M-F 5p News 5-6p		:30				NM	4	\$2,600.00
Week:		10/24/16	10/30/16	-TWTF--				4	\$650.00				
N 22	WIVB	10/25/16	10/28/16	M-F News 4 @ 6pm	M-F News 4 @ 6pm		:30				NM	4	\$2,200.00
Week:		10/24/16	10/30/16	-TWTF--				4	\$550.00				
N 23	WIVB	10/25/16	10/28/16	M-F CBS Even News 630-65t	M-F CBS Even Nev		:30				NM	4	\$2,000.00
Week:		10/24/16	10/30/16	-TWTF--				4	\$500.00				
N 24	WIVB	10/30/16	10/30/16	Sa/Su EN 6-630p	Sa/Su EN 6-630p		:30				NM	0	\$0.00
Week:		10/24/16	10/30/16	-----S				1	\$125.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WIVB	10/24/16-10/30/16	Sa/Su EN 6-630p	Sa/Su EN 6-630p	-----Su	:30		\$125.00		NM	Credited	
N 25	WIVB	10/30/16	10/30/16	Sa/Su Wknd CBS News	Sa/Su 630-658P		:30				NM	1	\$400.00
Week:		10/24/16	10/30/16	-----S				1	\$400.00				
N 26	WIVB	10/25/16	10/28/16	M-F 658-730p	M-F 658-730p		:30				NM	4	\$2,000.00
Week:		10/24/16	10/30/16	-TWTF--				4	\$500.00				
N 27	WIVB	10/25/16	10/28/16	M-F 730-758p	M-F 730-758p		:30				NM	4	\$3,000.00
Week:		10/24/16	10/30/16	-TWTF--				4	\$750.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				4	\$750.00				
N 28	WIVB	10/25/16	10/28/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				4	\$450.00				
N 30	WIVB	10/29/16	10/29/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$350.00				
N 31	WIVB	10/25/16	10/28/16	LF M-F The Late Show	LF M-F The Late S		:30				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				4	\$125.00				
N 34	WIVB	10/26/16	10/26/16	Wednesday Prime Hour 1	Wednesday 758p-9		:30				NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$1,850.00				
N 35	WIVB	10/26/16	10/26/16	Wednesday Prime Hour 3	Wednesday 10p-11		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$550.00				
N 36	WIVB	10/28/16	10/28/16	Friday 758-9p	Friday 758-9p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$750.00				
N 37	WIVB	10/28/16	10/28/16	Friday 9-10p	Friday 9-10p		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---F--				1	\$1,100.00				
N 38	WIVB	10/28/16	10/28/16	Friday 10-11p	Friday 10-11p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$2,500.00				
N 39	WIVB	10/29/16	10/29/16	Saturday 758-9p	Saturday 758-9p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$300.00				
N 40	WIVB	10/29/16	10/29/16	Saturday 9-10p	Saturday 9-10p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$300.00				
N 41	WIVB	10/29/16	10/29/16	Saturday 10-11p	Saturday 10-11p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$450.00				
N 42	WIVB	10/30/16	10/30/16	NFL Today	NFL Today		:30				NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				2	\$4,000.00				
N 43	WIVB	11/01/16	11/01/16	Early Morning Wake Up M-F	M-F 5a-559a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$175.00				
N 44	WIVB	11/01/16	11/01/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-2-----				2	\$150.00				
N 45	WIVB	11/01/16	11/01/16	News 4 @ Noon	M-F 12p-1230p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$350.00				
N 46	WIVB	11/01/16	11/01/16	The Young & The Restless	M-F 1230p-130p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$225.00				

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Week:		10/31/16	11/06/16	-1-----	1	\$225.00							
N 47	WIVB	11/01/16	11/01/16	The Bold & The Beautiful	M-F 130-2p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/31/16	11/06/16	-1-----	1	\$225.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>				
	1	WIVB	10/31/16-11/06/16	The Bold & The Beautiful	M-F 130-2p	-Tu-----	:30	\$225.00	NM				
<i>Credited</i>													
N 48	WIVB	11/01/16	11/01/16	M-F 3-357p	M-F 3-357p		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/31/16	11/06/16	-1-----	1	\$50.00							
N 49	WIVB	11/01/16	11/01/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/31/16	11/06/16	-1-----	1	\$450.00							
N 50	WIVB	11/01/16	11/01/16	LF M-F The Late Show	LF M-F The Late S		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/31/16	11/06/16	-1-----	1	\$125.00							
Totals							0.00					86	\$41,650.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	78	\$39,975.00	(\$5,996.25)	\$33,978.75
10/31/16 - 11/01/16	8	\$1,675.00	(\$251.25)	\$1,423.75
Totals	86	\$41,650.00	(\$6,247.50)	\$35,402.50

Signature: _____ **Date:** _____

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