

WROC
201 Humboldt St
Rochester, NY 14610

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103

Contract # 1267476

Schedule Dates 01/15/16-01/24/16
Advertiser New York State United Teachers (13555)
Agency Shorr Johnson Magnus (19332)
Product Political - Issues / Propositions (1068)
Brand Est NYS United Teachers flight 1-15-16 thru 1-24
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name DIETTORE, MIKE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments ISSUE

Date Entered 01/14/16
Last Modified 01/14/16
Entered By Carol Mangione
CO-OP No
Headline # ECR25060993
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,050.00
Net Total \$22,950.00
Sales Tax

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Jan. 2016	66	\$27,000.00
Grand Total:	66	\$27,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	01/15/16-01/15/16	4	:30	7A- CBS THIS MORNING						2			2	\$225.00	\$450.00	Rochester (WROC)	CBS This Morning	1/14/16
2.0	Normal Line / SPOT	01/18/16-01/18/16	4	:30	7A- CBS THIS MORNING		2							2	\$225.00	\$450.00	Rochester (WROC)	CBS This Morning	1/14/16
3.0	Normal Line / SPOT	01/19/16-01/19/16	4	:30	7A- CBS THIS MORNING			2						2	\$225.00	\$450.00	Rochester (WROC)	CBS This Morning	1/14/16
4.0	Normal Line / SPOT	01/20/16-01/20/16	4	:30	7A- CBS THIS MORNING				2					2	\$225.00	\$450.00	Rochester (WROC)	CBS This Morning	1/14/16
5.0	Normal Line / SPOT	01/21/16-01/21/16	4	:30	7A- CBS THIS MORNING					2				2	\$225.00	\$450.00	Rochester (WROC)	CBS This Morning	1/14/16
6.0	Normal Line / SPOT	01/22/16-01/22/16	4	:30	7A- CBS THIS MORNING						2			2	\$225.00	\$450.00	Rochester (WROC)	CBS This Morning	1/14/16
7.0	Normal Line / SPOT	01/15/16-01/15/16	4	:30	11:59A- NEWS 8 AT NOON		1				X			1	\$190.00	\$190.00	Rochester (WROC)	News 8 Noon	1/14/16
8.0	Normal Line / SPOT	01/18/16-01/18/16	4	:30	11:59A- NEWS 8 AT NOON			1						1	\$190.00	\$190.00	Rochester (WROC)	News 8 Noon	1/14/16
9.0	Normal Line / SPOT	01/19/16-01/19/16	4	:30	11:59A- NEWS 8 AT NOON				X					1	\$190.00	\$190.00	Rochester (WROC)	News 8 Noon	1/14/16
10.0	Normal Line / SPOT	01/20/16-01/20/16	4	:30	11:59A- NEWS 8 AT NOON					X				1	\$190.00	\$190.00	Rochester (WROC)	News 8 Noon	1/14/16
11.0	Normal Line / SPOT	01/21/16-01/21/16	4	:30	11:59A- NEWS 8 AT NOON						X			1	\$190.00	\$190.00	Rochester (WROC)	News 8 Noon	1/14/16
12.0	Normal Line / SPOT	01/22/16-01/22/16	4	:30	11:59A- NEWS 8 AT NOON							X		1	\$190.00	\$190.00	Rochester (WROC)	News 8 Noon	1/14/16
13.0	Normal Line / SPOT	01/15/16-01/15/16	4	:30	5:30P- NEWS 8 AT 530		1				X			1	\$225.00	\$225.00	Rochester (WROC)	News 8 530p	1/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

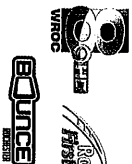
Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WROC
201 Humboldt St
Rochester, NY 14610

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103

Contract # 1267476

Schedule Dates 01/15/16-01/24/16
Advertiser New York State United Teachers (13555)
Agency Shorr Johnson Magnus (19332)
Product Political - Issues / Propositions (1068)
Brand Est NYS United Teachers flight 1-15-16 thru 1-24-
Salesperson Kaiz - Washington DC, Washington DC (1179)
Sales Office Kaiz - Washington DC
Buyer Name D'ETTORE, MIKE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments ISSUE

Date Entered 01/14/16
Last Modified 01/14/16
Entered By Carol Mangione
CO-OP No
Headline # ECR25060993
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,050.00
Net Total \$22,950.00
Sales Tax

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Jan. 2016	66	\$27,000.00
Grand Total:	66	\$27,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	01/18/16-01/18/16	4	:30	5:30P- NEWS 8 AT 530	1	X							1	\$225.00	\$225.00	Rochester (WROC)	News 8 530p	1/14/16
15.0	Normal Line / SPOT	01/19/16-01/19/16	4	:30	5:30P- NEWS 8 AT 530	1		X						1	\$225.00	\$225.00	Rochester (WROC)	News 8 530p	1/14/16
16.0	Normal Line / SPOT	01/20/16-01/20/16	4	:30	5:30P- NEWS 8 AT 530	1			X					1	\$225.00	\$225.00	Rochester (WROC)	News 8 530p	1/14/16
17.0	Normal Line / SPOT	01/21/16-01/21/16	4	:30	5:30P- NEWS 8 AT 530	1				X				1	\$225.00	\$225.00	Rochester (WROC)	News 8 530p	1/14/16
18.0	Normal Line / SPOT	01/22/16-01/22/16	4	:30	5:30P- NEWS 8 AT 530	1					X			1	\$225.00	\$225.00	Rochester (WROC)	News 8 530p	1/14/16
19.0	Normal Line / SPOT	01/24/16-01/24/16	4	:30	6:30P- NEWS 8 AT 6 SUN	1						X		1	\$250.00	\$250.00	Rochester (WROC)	News 8 6p - SUN - NA ON 1/17 - MG 1X 1/24 NEWS 8 @ 6P - SUN - AIRS: 630P -7P	1/14/16
20.0	Normal Line / SPOT	01/24/16-01/24/16	4	:30	6:30P- NEWS 8 AT 6 SUN	1						X		1	\$250.00	\$250.00	Rochester (WROC)	News 8 6p - Sunday Airing: 630p - 7p	1/14/16
21.0	Normal Line / SPOT	01/15/16-01/15/16	4	:30	4:58P- NEWS 8 AT 5	1					X			1	\$225.00	\$225.00	Rochester (WROC)	News 8 5p	1/14/16
22.0	Normal Line / SPOT	01/18/16-01/18/16	4	:30	4:58P- NEWS 8 AT 5	1	X							1	\$225.00	\$225.00	Rochester (WROC)	News 8 5p	1/14/16
23.0	Normal Line / SPOT	01/19/16-01/19/16	4	:30	4:58P- NEWS 8 AT 5	1		X						1	\$225.00	\$225.00	Rochester (WROC)	News 8 5p	1/14/16
24.0	Normal Line / SPOT	01/20/16-01/20/16	4	:30	4:58P- NEWS 8 AT 5	1			X					1	\$225.00	\$225.00	Rochester (WROC)	News 8 5p	1/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

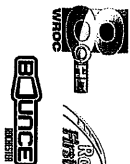
Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WROC
201 Humboldt St
Rochester, NY 14610

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103

Contract # 1267476

Schedule Dates	01/15/16-01/24/16	Date Entered	01/14/16
Advertiser	New York State United Teachers (13555)	Last Modified	01/14/16
Agency	Shorr Johnson Magnus (19332)	Entered By	Carol Mangione
Product	Political - Issues / Propositions (1068)	CO-OP	No
Brand	Est NYS United Teachers flight 1-15-16 thru 1-24	Headline #	ECR25060993
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	DIETTORE, MIKE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$4,050.00
Account Types	National/Political	Net Total	\$22,950.00
Billing Type	Standard	Sales Tax	
Comments	ISSUE		

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Jan. 2016	66	\$27,000.00
Grand Total:	66	\$27,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Normal Line / SPOT	01/21/16-01/21/16	4	:30	4:58P- NEWS 8 AT 5	1				X				1	\$225.00	\$225.00	Rochester (WROC)	News 8 5p	1/14/16
26.0	Normal Line / SPOT	01/22/16-01/22/16	4	:30	4:58P- NEWS 8 AT 5	1					X			1	\$225.00	\$225.00	Rochester (WROC)	News 8 5p	1/14/16
27.0	Normal Line / SPOT	01/23/16-01/23/16	4	:30	6P- NEWS 8 AT 6 SAT							2		2	\$200.00	\$400.00	Rochester (WROC)	News 8 6p-Sat	1/14/16
28.0	Normal Line / SPOT	01/15/16-01/15/16	3	:30	6:58P- WHEEL OF FORTUNE	1					X			1	\$1,100.00	\$1,100.00	Rochester (WROC)	Wheel of Fortune	1/14/16
29.0	Normal Line / SPOT	01/18/16-01/18/16	3	:30	6:58P- Journey	1	X							1	\$1,100.00	\$1,100.00	Rochester (WROC)	Wheel of Fortune - NA - MG 1X 1/18 JOURNEY 7p - 8p	1/14/16
30.0	Normal Line / SPOT	01/19/16-01/19/16	3	:30	6:58P- WHEEL OF FORTUNE	1		X						1	\$1,100.00	\$1,100.00	Rochester (WROC)	Wheel of Fortune	1/14/16
31.0	Normal Line / SPOT	01/20/16-01/20/16	3	:30	6:58P- WHEEL OF FORTUNE	1			X					1	\$1,100.00	\$1,100.00	Rochester (WROC)	Wheel of Fortune	1/14/16
32.0	Normal Line / SPOT	01/21/16-01/21/16	3	:30	6:58P- WHEEL OF FORTUNE	1				X				1	\$1,100.00	\$1,100.00	Rochester (WROC)	Wheel of Fortune	1/14/16
33.0	Normal Line / SPOT	01/22/16-01/22/16	3	:30	6:58P- WHEEL OF FORTUNE	1					X			1	\$1,100.00	\$1,100.00	Rochester (WROC)	Wheel of Fortune	1/14/16
34.0	Normal Line / SPOT	01/15/16-01/15/16	3	:30	7:28P- JEOPARDY!	1					X			1	\$1,200.00	\$1,200.00	Rochester (WROC)	Jeopardy	1/14/16
35.0	Normal Line / SPOT	01/18/16-01/18/16	3	:30	6:58P- Journey	1	X							1	\$1,200.00	\$1,200.00	Rochester (WROC)	Jeopardy - NA - MG 1X 1/18 JOURNEY 7p - 8p	1/14/16
36.0	Normal Line / SPOT	01/19/16-01/19/16	3	:30	7:28P- JEOPARDY!	1		X						1	\$1,200.00	\$1,200.00	Rochester (WROC)	Jeopardy	1/14/16
37.0	Normal Line / SPOT	01/20/16-01/20/16	3	:30	7:28P- JEOPARDY!	1			X					1	\$1,200.00	\$1,200.00	Rochester (WROC)	Jeopardy	1/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WROC
201 Humboldt St
Rochester, NY 14610

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103

Contract # 1267476

Schedule Dates 01/15/16-01/24/16
Advertiser New York State United Teachers (13555)
Agency Shorr Johnson Magnus (19332)
Product Political - Issues / Propositions (1068)
Brand Est NYS United Teachers flight 1-15-16 thru 1-24-
Salesperson Kaiz - Washington DC, Washington DC (1179)
Sales Office Kaiz - Washington DC
Buyer Name D'ETTORE, MIKE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments ISSUE

Date Entered 01/14/16
Last Modified 01/14/16
Entered By Carol Mangione
CO-OP No
Headline # ECR25060993
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,050.00
Net Total \$22,950.00
Sales Tax

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Jan. 2016	66	\$27,000.00
Grand Total:	66	\$27,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
38.0	Normal Line / SPOT	01/21/16-01/21/16	3	:30	7:28P- JEOPARDY!	1				X				1	\$1,200.00	\$1,200.00	Rochester (WROC)	Jeopardy	1/14/16
39.0	Normal Line / SPOT	01/22/16-01/22/16	3	:30	7:28P- JEOPARDY!	1					X			1	\$1,200.00	\$1,200.00	Rochester (WROC)	Jeopardy	1/14/16
40.0	Normal Line / SPOT	01/15/16-01/15/16	4	:30	11:35P- The Late Show with Stephen Colbert	1					X			1	\$135.00	\$135.00	Rochester (WROC)	The Late Show w/Colbert	1/14/16
41.0	Normal Line / SPOT	01/18/16-01/18/16	4	:30	11:35P- The Late Show with Stephen Colbert	1	X							1	\$135.00	\$135.00	Rochester (WROC)	The Late Show w/Colbert	1/14/16
42.0	Normal Line / SPOT	01/19/16-01/19/16	4	:30	11:35P- The Late Show with Stephen Colbert	1		X						1	\$135.00	\$135.00	Rochester (WROC)	The Late Show w/Colbert	1/14/16
43.0	Normal Line / SPOT	01/20/16-01/20/16	4	:30	11:35P- The Late Show with Stephen Colbert	1			X					1	\$135.00	\$135.00	Rochester (WROC)	The Late Show w/Colbert	1/14/16
44.0	Normal Line / SPOT	01/21/16-01/21/16	4	:30	11:35P- The Late Show with Stephen Colbert	1				X				1	\$135.00	\$135.00	Rochester (WROC)	The Late Show w/Colbert	1/14/16
45.0	Normal Line / SPOT	01/22/16-01/22/16	4	:30	11:35P- The Late Show with Stephen Colbert	1					X			1	\$135.00	\$135.00	Rochester (WROC)	The Late Show w/Colbert	1/14/16
46.0	Normal Line / SPOT	01/15/16-01/15/16	4	:30	11P- NEWS 8 AT 11	1					X			1	\$325.00	\$325.00	Rochester (WROC)	News 8 11p	1/14/16
47.0	Normal Line / SPOT	01/16/16-01/16/16	4	:30	11P- NEWS 8 AT 11	1						X		1	\$325.00	\$325.00	Rochester (WROC)	News 8 11p	1/14/16
48.0	Normal Line / SPOT	01/17/16-01/17/16	4	:30	11P- NEWS 8 AT 11	1							X	1	\$325.00	\$325.00	Rochester (WROC)	News 8 11p	1/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WROC
201 Humboldt St
Rochester, NY 14610

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103

Contract # 1267476

Schedule Dates	01/15/16-01/24/16	Date Entered	01/14/16
Advertiser	New York State United Teachers (13555)	Last Modified	01/14/16
Agency	Shorr Johnson Magnus (19332)	Entered By	Carol Mangione
Product	Political - Issues / Propositions (1068)	CO-OP	No
Brand	Est NYS United Teachers flight 1-15-16 thru 1-24	Headline #	ECR25060993
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	DIETTORE, MIKE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$4,050.00
Account Types	National/Political	Net Total	\$22,950.00
Billing Type	Standard	Sales Tax	
Comments	ISSUE		

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Jan. 2016	66	\$27,000.00
Grand Total:	66	\$27,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
49.0	Normal Line / SPOT	01/18/16-01/18/16	4	:30	11P- NEWS 8 AT 11	1	X							1	\$325.00	\$325.00	Rochester (WROC)	News 8 11p	1/14/16
50.0	Normal Line / SPOT	01/19/16-01/19/16	4	:30	11P- NEWS 8 AT 11	1		X						1	\$325.00	\$325.00	Rochester (WROC)	News 8 11p	1/14/16
51.0	Normal Line / SPOT	01/20/16-01/20/16	4	:30	11P- NEWS 8 AT 11	1			X					1	\$325.00	\$325.00	Rochester (WROC)	News 8 11p	1/14/16
52.0	Normal Line / SPOT	01/21/16-01/21/16	4	:30	11P- NEWS 8 AT 11	1				X				1	\$325.00	\$325.00	Rochester (WROC)	News 8 11p	1/14/16
53.0	Normal Line / SPOT	01/22/16-01/22/16	4	:30	11P- NEWS 8 AT 11	1					X			1	\$325.00	\$325.00	Rochester (WROC)	News 8 11p	1/14/16
54.0	Normal Line / SPOT	01/23/16-01/23/16	4	:30	11P- NEWS 8 AT 11	1						X		1	\$325.00	\$325.00	Rochester (WROC)	News 8 11p	1/14/16
55.0	Normal Line / SPOT	01/24/16-01/24/16	4	:30	11P- NEWS 8 AT 11	1							X	1	\$325.00	\$325.00	Rochester (WROC)	News 8 11p	1/14/16
56.0	Normal Line / SPOT	01/16/16-01/16/16	4	:30	9A- CBS THIS MORNING: SATURDAY	1						X		1	\$250.00	\$250.00	Rochester (WROC)	CBS This Morn - Sat 9a - 11a	1/14/16
57.0	Normal Line / SPOT	01/23/16-01/23/16	4	:30	9A- CBS THIS MORNING: SATURDAY	1						X		1	\$250.00	\$250.00	Rochester (WROC)	CBS This Morn - Sa	1/14/16
58.0	Normal Line / SPOT	01/17/16-01/17/16	4	:30	8:58A- CBS NEWS SUNDAY MORNING	1							X	1	\$600.00	\$600.00	Rochester (WROC)	CBS News Sunday Morning 9a -1030a	1/14/16
59.0	Normal Line / SPOT	01/24/16-01/24/16	4	:30	8:58A- CBS NEWS SUNDAY MORNING	1							X	1	\$600.00	\$600.00	Rochester (WROC)	CBS News Sunday Morning 9a - 1030a	1/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

See the back of this document for Advertising Contract Terms and Conditions

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

See the back of this document for Advertising Contract Terms and Conditions