

CONTRACT



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

And:

M Public Affairs
4948 St. Elmo Avenue., Suite 310
Bethesda, MD 20814

<u>Contract / Revision</u> 129684 /		<u>Alt Order #</u> 07749867
<u>Product</u> UP4NYC		
<u>Contract Dates</u> 05/04/15 - 05/12/15		<u>Estimate #</u> 2035
<u>Advertiser</u> UP4NYC		<u>Original Date / Revision</u> 05/01/15 / 05/01/15
<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>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	05/04/15	05/08/15	Morning News	6:00 AM-6:30 AM		:30				NM	3	\$3,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/04/15	05/10/15	MTWTF--				3	\$1,225.00	0.00			
N 2	11	05/11/15	05/12/15	Morning News	6:00 AM-6:30 AM		:30				NM	1	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	MT-----				1	\$1,225.00	0.00			
N 3	11	05/04/15	05/08/15	Morning News	6:30 AM-7:00 AM		:30				NM	3	\$3,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/04/15	05/10/15	MTWTF--				3	\$1,225.00	0.00			
N 4	11	05/11/15	05/12/15	Morning News	6:30 AM-7:00 AM		:30				NM	1	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	MT-----				1	\$1,225.00	0.00			
N 5	11	05/04/15	05/08/15	Morning News	7:00 AM-8:00 AM		:30				NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/04/15	05/10/15	MTWTF--				3	\$1,200.00	0.00			
N 6	11	05/11/15	05/12/15	Morning News	7:00 AM-8:00 AM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/11/15	05/17/15	MT-----				1	\$1,200.00	0.00			
N 7	11	05/04/15	05/08/15	PIX11 News at 5p	5:00 PM-5:30 PM		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/04/15	05/10/15	MTWTF--				5	\$700.00	0.00			
N 8	11	05/11/15	05/12/15	PIX11 News at 5p	5:00 PM-5:30 PM		:30				NM	2	\$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:		05/11/15	05/17/15	MT-----				2	\$700.00	0.00			
N 9	11	05/04/15	05/08/15	PIX11 News at 5p	5:30 PM-6:00 PM		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/04/15	05/10/15	MTWTF--				5	\$700.00	0.00			
N 10	11	05/11/15	05/12/15	PIX11 News at 5p	5:30 PM-6:00 PM		:30				NM	2	\$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:		05/11/15	05/17/15	MT-----				2	\$700.00	0.00			
Totals										0.00		26	\$24,400.00

(* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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<u>Contract / Revision</u>		<u>Alt Order #</u>
129684 /		07749867
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/04/15 - 05/12/15	UP4NYC	2035
<u>Advertiser</u>		<u>Original Date / Revision</u>
UP4NYC		05/01/15 / 05/01/15

Time Period	# of Spots	Gross Amount	Net Amount
04/27/15 - 05/12/15	26	\$24,400.00	\$20,740.00
Totals	26	\$24,400.00	\$20,740.00

Signature: _____ **Date:** _____

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