

CONTRACT



WABC
7 Lincoln Square
New York, NY 10023
(917) 260-7000

AKP&D Message & Media
730 N Franklin Street
Suite 404
Chicago, IL 60610

<u>Contract / Revision</u> 9077 / 2		<u>Alt Order #</u> WOC10063946
<u>Product</u> BILL DE BLASIO FOR NYC MAYOR		
<u>Contract Dates</u> 08/12/13 - 08/18/13		<u>Estimate #</u>
<u>Advertiser</u> New Yorkers for DiBlasio		<u>Original Date / Revision</u> 08/09/13 / 08/16/13
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WABC	<u>Account Executive</u> Dee Parker	<u>Sales Office</u> Philadelphia NT
<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>

And:

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	WABC	08/12/13	08/16/13	M-F EWN This Morning	5:15 AM-6:00 AM		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/12/13	08/18/13	11111--	5			\$600.00				
	<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	WABC	08/12/13-08/18/13	M-F EWN This Morning	5:15 AM-6:00 AM	MTuWThF----	:30		\$600.00	NM		
				Credited								
E 4	WABC	08/12/13	08/17/13	Sa-Su EWN 6a-10a Rotator	6:15 AM-10:00 AM		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/12/13	08/18/13	-----3-	3			\$375.00				
	<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	WABC	08/12/13-08/18/13	Sa-Su EWN 6a-10a Rotator	6:15 AM-10:00 AM	-----Sa--	:30		\$375.00	NM		
				Credited								
E 6	WABC	08/12/13	08/18/13	M-Su EWN at 6p	6:15 PM-6:30 PM		:30			NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/12/13	08/18/13	1111111	7			\$1,700.00				
	<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>		
	7	WABC	08/12/13-08/18/13	M-Su EWN at 6p	6:15 PM-6:30 PM	MTuWThFSaSu	:30		\$1,700.00	NM		
				Credited								
E 7	WABC	08/12/13	08/17/13	Sa 7p-8p	7:00 PM-8:00 PM		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/12/13	08/18/13	-----2-	2			\$800.00				
	<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	WABC	08/12/13-08/18/13	Sa 7p-8p	7:00 PM-8:00 PM	-----Sa--	:30		\$800.00	NM		
				Credited								
E 9	WABC	08/12/13	08/18/13	M-Sun EWN at 11p	11:15 PM-11:35 PM		:30			NM	11	\$38,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/12/13	08/18/13	2222112	12			\$3,500.00				
	<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>		
	11	WABC	08/12/13-08/18/13	M-Sun EWN at 11p	11:15 PM-11:35 PM	P1MTuWThFSaSu	:30		\$3,500.00	NM		
				Credited								
E 10	WABC	08/12/13	08/16/13	M-F EWN at 4p	4:15 PM-5:00 PM		:30			NM	9	\$7,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/12/13	08/18/13	22222--	10			\$850.00				
	<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>		
	6	WABC	08/12/13-08/18/13	M-F EWN at 4p	4:15 PM-5:00 PM	MTuWThF----	:30		\$850.00	NM		
				Credited								

(* 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.


**WABC-TV
NEW YORK**
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7 Lincoln Square
New York, NY 10023
(917) 260-7000

<u>Contract / Revision</u>	<u>Alt Order #</u>
9077 / 2	WOC10063946

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/12/13 - 08/18/13	BILL DE BLASIO FOR N	

<u>Advertiser</u>	<u>Original Date / Revision</u>
New Yorkers for DiBlasio	08/09/13 / 08/16/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 14	WABC	08/12/13	08/16/13	M-F 9a-11a	9:00 AM-11:00 AM		:30			NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	12121--				7	\$850.00			
	<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>		
	5	WABC	08/12/13-08/18/13	M-F 9a-11a	9:00 AM-11:00 AM	MTuWThF----	:30		\$850.00	NM		
				Credited								
	6	WABC	08/12/13-08/18/13	M-F 9a-11a	9:00 AM-11:00 AM	MTuWThF----	:30		\$850.00	NM		
				Credited								
	7	WABC	08/12/13-08/18/13	M-F 9a-11a	9:00 AM-11:00 AM	MTuWThF----	:30		\$850.00	NM		
				Credited								
E 16	WABC	08/12/13	08/16/13	M-F 12p-3p	12:15 PM-3:00 PM		:30			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	11111--				5	\$900.00			
	<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	WABC	08/12/13-08/18/13	M-F 12p-3p	12:15 PM-3:00 PM	MTuWThF----	:30		\$900.00	NM		
				Credited								
E 18	WABC	08/12/13	08/16/13	M-F 7p-8p	7:00 PM-8:00 PM		:30			NM	7	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	2-222--				8	\$3,000.00			
	<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>		
	8	WABC	08/12/13-08/18/13	M-F 7p-8p	7:00 PM-8:00 PM	M--WThF----	:30		\$3,000.00	NM		
				Credited								
E 19	WABC	08/12/13	08/16/13	Jimmy Kimmel Live	11:35 PM-12:35 AM		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	11111--				5	\$1,500.00			
	<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	WABC	08/12/13-08/18/13	Jimmy Kimmel Live	11:35 PM-12:35 AM	XMTuWThF----	:30		\$1,500.00	NM		
				Credited								
E 26	WABC	08/12/13	08/18/13	Su 11a-12p	11:00 AM-11:30 AM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/12/13	08/18/13	-----1				1	\$275.00			
	<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	WABC	08/12/13-08/18/13	Su 11a-12p	11:00 AM-11:30 AM	-----Su	:30		\$275.00	NM		
				Credited								
Totals											123	\$249,150.00

Time Period	# of Spots	Gross Amount	Agency Amount
07/29/13 - 08/18/13	123	\$249,150.00	(\$271,372.50)
Totals	123	\$249,150.00	(\$271,372.50)

Signature: _____ Date: _____

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