

CONTRACT



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

<u>Contract / Revision</u> 18047 / 5		<u>Alt Order #</u> WOC10076848
<u>Product</u> BILL DE BLASIO FOR NYC MAYOR		
<u>Contract Dates</u> 10/21/13 - 10/27/13		<u>Estimate #</u>
<u>Advertiser</u> New Yorkers for DeBlasio		<u>Original Date / Revision</u> 10/17/13 / 10/29/13
<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 18+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WABC	10/21/13	10/21/13	Monday Night Football	8:00 PM-11:00 PM		:30			NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/21/13	10/27/13	M-----	1			\$15,000.00				
2	WABC	10/21/13	10/25/13	M-F EWN This Morning	5:15 AM-6:00 AM	MTWTF--	:30	5	\$800.00	NM	5	\$4,000.00
E 3	WABC	10/21/13	10/25/13	M-F EWN This Morning	6:15 AM-7:00 AM	MTWTF--	:30	5	\$1,800.00	NM	2	\$3,600.00
	<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>		
	1	WABC	10/21/13-10/25/13	M-F EWN This Morning	6:15 AM-7:00 AM	MTuWThF----	:30		\$1,800.00	NM		
				Credited								
	2	WABC	10/21/13-10/25/13	M-F EWN This Morning	6:15 AM-7:00 AM	MTuWThF----	:30		\$1,800.00	NM		
				Credited								
	3	WABC	10/21/13-10/25/13	M-F EWN This Morning	6:15 AM-7:00 AM	MTuWThF----	:30		\$1,800.00	NM		
				Credited								
4	WABC	10/26/13	10/26/13	EWN This Morning Saturday	6:15 AM-7:00 AM	-----S-	:30	1	\$800.00	NM	1	\$800.00
5	WABC	10/21/13	10/25/13	M-F 11a-12p	11a-12p	MTWTF--	:30	4	\$2,000.00	NM	4	\$8,000.00
E 6	WABC	10/21/13	10/27/13	M-Su EWN at 6p	6:15 PM-6:30 PM	MTWTF--	:30	7	\$2,200.00	NM	4	\$8,800.00
	<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>		
	4	WABC	10/21/13-10/27/13	M-Su EWN at 6p	6:15 PM-6:30 PM	MTuWThF----	:30		\$2,200.00	NM		
				Credited								
	6	WABC	10/21/13-10/27/13	M-Su EWN at 6p	6:15 PM-6:30 PM	MTuWThF----	:30		\$2,200.00	NM		
				Credited								
	7	WABC	10/21/13-10/27/13	M-Su EWN at 6p	6:15 PM-6:30 PM	MTuWThF----	:30		\$2,200.00	NM		
				Credited								
E 7	WABC	10/21/13	10/25/13	M-Sun EWN at 11p	11:15 PM-11:35 PM	MTWTF--	:30	5	\$4,800.00	NM	3	\$14,400.00
	<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	10/21/13-10/25/13	M-Sun EWN at 11p	11:15 PM-11:35 PM	PMTuWThF----	:30		\$4,800.00	NM		
				Credited								
	6	WABC	10/21/13-10/25/13	M-Sun EWN at 11p	11:15 PM-11:35 PM	PMTuWThF----	:30		\$4,800.00	NM		
				Credited								
8	WABC	10/27/13	10/27/13	EWN This Morning Sunday	6:15 AM-7:00 AM	-----S	:30	1	\$800.00	NM	1	\$800.00
9	WABC	10/21/13	10/25/13	M-F 9a-10a		MTWTF--	:30	1	\$2,000.00	NM	1	\$2,000.00
10	WABC	10/21/13	10/25/13	M-F EWN at Noon	12:15 PM-12:30 PM	MTWTF--	:30	4	\$1,400.00	NM	4	\$5,600.00
11	WABC	10/21/13	10/25/13	M-F 2p-3p		MTWTF--	:30	1	\$3,000.00	NM	1	\$3,000.00
12	WABC	10/21/13	10/25/13	M-F 7p-8p	7:00 PM-7:30 PM	MTWTF--	:30	5	\$5,800.00	NM	5	\$29,000.00

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

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<u>Contract / Revision</u> 18047 / 5		<u>Alt Order #</u> WOC10076848
<u>Contract Dates</u> 10/21/13 - 10/27/13		<u>Product</u> BILL DE BLASIO FOR N
<u>Advertiser</u> New Yorkers for DeBlasic		<u>Estimate #</u> 10/17/13 / 10/29/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
13	WABC	10/27/13	10/27/13	EWN This Morning Sunday	9:15 AM-10:00 AM	-----S	:30	1	\$1,100.00	NM	1	\$1,100.00
14	WABC	10/21/13	10/25/13	M-F EWN This Morning	430a-5a	MTWTF--	:30	1	\$400.00	NM	1	\$400.00
15	WABC	10/27/13	10/27/13	M-Sun EWN at 11p	11:15 PM-11:35 PM	-----S	:30	1	\$5,500.00	NM	1	\$5,500.00
16	WABC	10/21/13	10/25/13	M-Su LF Rotator	12:35 XM-1:35 XM	MTWTF--	:30	1	\$1,100.00	NM	1	\$1,100.00
18	WABC	10/27/13	10/27/13	This Week	10a-11a	-----S	:30	1	\$5,000.00	NM	1	\$5,000.00
E 19	WABC	10/21/13	10/25/13	Jimmy Kimmel Live	1135p-1237xm	MTWTF--	:30	3	\$2,000.00	NM	2	\$4,000.00
	<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>		
	2	WABC	10/21/13-10/25/13	Jimmy Kimmel Live	1135p-1237xm	MTuWThF----	:30		\$2,000.00	NM		
	Credited											
E 21	WABC	10/21/13	10/25/13	M-F GMA	7a-9a	MTWTF--	:30	5	\$2,400.00	NM	2	\$4,800.00
	<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	10/21/13-10/25/13	M-F GMA	7a-9a	MTuWThF----	:30		\$2,400.00	NM		
	Credited											
	3	WABC	10/21/13-10/25/13	M-F GMA	7a-9a	MTuWThF----	:30		\$2,400.00	NM		
	Credited											
	5	WABC	10/21/13-10/25/13	M-F GMA	7a-9a	MTuWThF----	:30		\$2,400.00	NM		
	Credited											
22	WABC	10/21/13	10/25/13	M-F 12p-1p	12:30 PM-1:00 PM	MTWTF--	:30	3	\$1,600.00	NM	3	\$4,800.00
23	WABC	10/21/13	10/25/13	M-F 7p-8p	7:30 PM-8:00 PM	MTWTF--	:30	4	\$5,800.00	NM	4	\$23,200.00
24	WABC	10/24/13	10/24/13	Thur Prime	10p-11p	---T---	:30	1	\$25,000.00	NM	1	\$25,000.00
25	WABC	10/26/13	10/26/13	EWN This Morning Saturday	7:15 AM-8:00 AM	-----S-	:30	1	\$900.00	NM	1	\$900.00
26	WABC	10/26/13	10/26/13	Sa GMA		-----S-	:30	1	\$1,200.00	NM	1	\$1,200.00
27	WABC	10/26/13	10/26/13	EWN This Morning Saturday	9:15 AM-10:00 AM	-----S-	:30	1	\$1,100.00	NM	1	\$1,100.00
28	WABC	10/27/13	10/27/13	EWN This Morning Sunday	7:15 AM-8:00 AM	-----S	:30	1	\$900.00	NM	1	\$900.00
29	WABC	10/21/13	10/25/13	M-F 1p-2p	1p-2p	MTWTF--	:30	1	\$2,000.00	NM	1	\$2,000.00
30	WABC	10/27/13	10/27/13	Sa-Su EWN Extension	11:45 PM-12:00 XM	-----S	:30	1	\$2,400.00	NM	1	\$2,400.00
31	WABC	10/21/13	10/25/13	M-F EWN at 4p	4:15 PM-5:00 PM	MTWTF--	:30	7	\$1,100.00	NM	7	\$7,700.00
E 32	WABC	10/21/13	10/25/13	M-F EWN at 5p	5:15 PM-6:00 PM	MTWTF--	:30	10	\$2,000.00	NM	8	\$16,000.00
	<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>		
	2	WABC	10/21/13-10/25/13	M-F EWN at 5p	5:15 PM-6:00 PM	MTuWThF----	:30		\$2,000.00	NM		
	Credited											
	6	WABC	10/21/13-10/25/13	M-F EWN at 5p	5:15 PM-6:00 PM	MTuWThF----	:30		\$2,000.00	NM		
	Credited											
33	WABC	10/24/13	10/24/13	Thur Prime		---T---	:30	1	\$28,000.00	NM	1	\$28,000.00
34	WABC	10/27/13	10/27/13	Su GMA	8a-9a	-----S	:30	1	\$1,200.00	NM	1	\$1,200.00
35	WABC	10/24/13	10/24/13	Thur Prime	10p-11p	---T---	:30	1	\$25,000.00	NM	1	\$25,000.00
36	WABC	10/25/13	10/25/13	Fri Prime	10p-11p	----F--	:30	1	\$14,000.00	NM	1	\$14,000.00
37	WABC	10/23/13	10/25/13	M-F EWN This Morning	430a-5a	--WTF--	:30	2	\$400.00	NM	2	\$800.00
38	WABC	10/23/13	10/25/13	M-F EWN at Noon	12:15 PM-12:30 PM	--WTF--	:30	1	\$1,400.00	NM	1	\$1,400.00
39	WABC	10/27/13	10/27/13	Sa-Su EWN Extension	11:45 PM-12:00 XM	-----S	:30	1	\$2,400.00	NM	1	\$2,400.00
40	WABC	10/23/13	10/25/13	Nightline	1237xm-108xm	--WTF--	:30	1	\$1,100.00	NM	1	\$1,100.00
41	WABC	10/26/13	10/27/13	Sa 12xm-1xm/Su 12xm-2xm	12:00 XM-1:00 XM	-----SS	:30	1	\$400.00	NM	1	\$400.00
E 42	WABC	10/26/13	10/26/13	M-Su 11p-2a	11:45 PM-12:00 XM	-----S-	:30	1	\$4,500.00	NM	0	\$0.00
	<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	10/26/13-10/26/13	M-Su 11p-2a	11:45 PM-12:00 XM	-----Sa--	:30		\$4,500.00	NM		
	Unresolved											

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<u>Advertiser</u> New Yorkers for DeBlasio		<u>Estimate #</u>
		<u>Original Date / Revision</u> 10/17/13 / 10/29/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
43	WABC	10/23/13	10/25/13	M-F 3p-4p	3p-4p	--WTF--	:30	2	\$850.00	NM	2	\$1,700.00
44	WABC	10/27/13	10/27/13	Su 11a-12p	11a-12p	-----S	:30	1	\$400.00	NM	1	\$400.00
45	WABC	10/26/13	10/26/13	M-Su EWN News Rot	5p-630p	-----S-	:30	1	\$2,200.00	NM	1	\$2,200.00
46	WABC	10/26/13	10/26/13	Sa 7p-8p	7:30 PM-8:00 PM	-----S-	:30	1	\$1,000.00	NM	1	\$1,000.00
Totals											85	\$281,700.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/13 - 10/27/13	85	\$281,700.00	(\$42,255.00)	\$239,445.00
Totals	85	\$281,700.00	(\$42,255.00)	\$239,445.00

Signature: _____ **Date:** _____

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