

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 | MTuWThF---- | :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 | MTuWThF---- | :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>Estimate #</u> |
| <u>Advertiser</u> New Yorkers for DeBlasio | | <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 |
|-------|-------------|------------|-------------------|---------------------------|-----------------------|-----------------|---------------|------------|-----------------------|-------------|-------|-------------|
| 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>Contract / Revision</u> | <u>Alt Order #</u> |
| 18047 / 5 | WOC10076848 |

| | | |
|-----------------------|----------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/21/13 - 10/27/13 | BILL DE BLASIO FOR N | |

| | |
|--------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| New Yorkers for DeBlasio | 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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