

# CONTRACT



**WNBC**  
**30 Rockefeller Plaza**  
**New York, NY 10112**  
**(212) 664-4444**

[www.nbcnewyork.com](http://www.nbcnewyork.com)

And:

**JAMESTOWN ASSOCIATES**  
**734 15TH ST NW**  
**SUITE 550**  
**WASHINGTON, DC 20005**  
**USA**

<u>Contract / Revision</u> 892590 / 2		<u>Alt Order #</u> WOC11842176
<u>Product</u> <b>GENERAL</b>		
<u>Contract Dates</u> <b>10/26/18 - 11/06/18</b>		<u>Estimate #</u> <b>321</b>
<u>Advertiser</u> <b>LANCE FOR CONGRESS</b>		<u>Original Date / Revision</u> 10/25/18 / 11/05/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WNBC</b>	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA18+		
		<u>Total Ratings</u> 107.80
<u>Agy Code</u>	<u>Advertiser Code</u> 68	<u>Product 1/2</u> 75
<u>Agency Ref</u> 31735	<u>Advertiser Ref</u> 45604	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNBC	10/26/18	11/06/18	TODAY IN NY @ 5A 5-6A M-5-6A			:15:15				BK	7	\$3,500.00
All spots on this line are Candidate Discount Rate class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/26/18	11/01/18	MTWTF--	5			\$500.00	1.80				
Week:		11/02/18	11/08/18	MT--F--	2			\$500.00	1.80				
2	WNBC	10/26/18	11/06/18	TODAY SHOW 3 10-11A M-F10-11A			:15:15				BK	6	\$4,200.00
All spots on this line are Candidate Discount Rate class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/26/18	11/01/18	MTWTF--	5			\$700.00	2.20				
<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>Rtg</u>	<u>Type</u>			
2	WNBC	10/26/18-11/01/18	TODAY SHOW 3 10-11A M-F 10-11A		MTuWThF----	:15:15		<del>\$700.00</del>	2.20	BK			
See MG 3.8,3.9 DNA-NEWS SPL REPORT													
Week:		11/02/18	11/08/18	MT--F--	2			\$700.00	2.20				
3	WNBC	10/26/18	11/06/18	NEWS @ 11A 11-1130A M-F 11-1130A			:15:15				BK	8	\$3,500.00
All spots on this line are Candidate Discount Rate class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/26/18	11/01/18	MTWTF--	5			\$400.00	1.80				
<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>Rtg</u>	<u>Type</u>			
5	WNBC	10/26/18-11/01/18	NEWS @ 11A 11-1130A M-F 11-1130A		MTuWThF----	:15:15		<del>\$400.00</del>	1.80	BK			
See MG 3.8,3.9 DNA-NEWS SPL REPORT													
8	WNBC	11/03/18-11/03/18	SAT TODAY SHOW	VARIOUS	-----Sa--	:15:15		\$1,000.00	0.00	BK			
Ⓜ MG for 2.2,3.5													
9	WNBC	11/03/18-11/03/18	5-530A SAT 1ST LOOK	5-530A	-----Sa--	:15:15		\$100.00	1.80	BK			
Ⓜ MG for 2.2,3.5													

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

FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract Dates</u> 10/26/18 - 11/06/18	<u>Product</u> GENERAL	<u>Estimate #</u> 321
<u>Advertiser</u> LANCE FOR CONGRESS		<u>Original Date / Revision</u> 10/25/18 / 11/05/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/18	11/08/18	MT--F--				2	\$400.00	1.80			
4	WNBC	10/26/18	11/06/18	NY LIVE 1130A-12P M-F	1130A-12P		:15:15				BK	6	\$2,250.00
All spots on this line are Candidate Discount Rate class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/18	11/01/18	MTWTF--				4	\$375.00	1.60			
Week:		11/02/18	11/08/18	MT--F--				2	\$375.00	1.60			
5	WNBC	10/26/18	11/05/18	ACCESS LIVE 1-2P M-F	1-2P		:15:15				BK	7	\$2,275.00
All spots on this line are Candidate Discount Rate class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/18	11/01/18	MTWTF--				5	\$325.00	1.00			
Week:		11/02/18	11/08/18	M--F--				2	\$325.00	1.00			
6	WNBC	10/26/18	11/05/18	3-4P M-F ELLEN	3-4P		:15:15				BK	5	\$4,500.00
All spots on this line are Candidate Discount Rate class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/18	11/01/18	MTWTF--				3	\$900.00	2.00			
Week:		11/02/18	11/08/18	M--F--				2	\$900.00	2.00			
7	WNBC	10/26/18	11/05/18	4-5P M-F NEWS AT 4P	4-5P		:15:15				BK	7	\$3,500.00
All spots on this line are Candidate Discount Rate class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/18	11/01/18	MTWTF--				5	\$500.00	2.00			
Week:		11/02/18	11/08/18	M--F--				2	\$500.00	2.00			
8	WNBC	10/26/18	11/03/18	6-7A SAT TINY @ 6A	6A-7A		:15:15				BK	2	\$800.00
All spots on this line are Candidate Discount Rate class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/18	11/01/18	-----S-				1	\$400.00	1.60			
Week:		11/02/18	11/08/18	-----S-				1	\$400.00	1.60			
9	WNBC	10/26/18	11/03/18	9-10A SAT TINY @ 9A	9A-10A		:15:15				BK	2	\$1,350.00
All spots on this line are Candidate Discount Rate class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/18	11/01/18	-----S-				1	\$675.00	3.00			
<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>Rtg</u>	<u>Type</u>		
1	WNBC	10/26/18-11/01/18		9-10A SAT TINY @ 9A	9A-10A	-----Sa--	:15:15		<del>\$675.00</del>	3.00	BK		
See MG 9.3 PREEMPT													
3	WNBC	10/26/18-11/01/18		830-930A SA TINY @ 830A	830-930A	-----Sa--	:15:15		\$675.00	3.00	BK		
Ⓜ MG for 9.1 10/27													
Week:		11/02/18	11/08/18	-----S-				1	\$675.00	3.00			
10	WNBC	10/26/18	11/04/18	6-7A SUN TINY @ 6A	6A-7A		:15:15				BK	2	\$800.00
All spots on this line are Candidate Discount Rate class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/18	11/01/18	-----S				1	\$400.00	1.20			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/02/18	11/08/18	-----S				1	\$400.00	1.20				
11	WNBC	10/26/18	11/04/18	7-8A SUN TINY @7A	7-8A		:15:15				BK	2	\$900.00	
All spots on this line are Candidate Discount Rate class of time														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/26/18	11/01/18	-----S				1	\$450.00	1.80				
Week:		11/02/18	11/08/18	-----S				1	\$450.00	1.80				
12	WNBC	10/26/18	11/04/18	8-9A SUN TODAY SHOW	8-9A		:15:15				BK	2	\$1,800.00	
All spots on this line are Candidate Discount Rate class of time														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/26/18	11/01/18	-----S				1	\$900.00	3.00				
Week:		11/02/18	11/08/18	-----S				1	\$900.00	3.00				
13	WNBC	11/06/18	11/06/18	TODAY IN NY @ 6A 6-7A M-6-7A			:15:15				BK	2	\$4,000.00	
All spots on this line are Candidate Discount Rate class of time														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/02/18	11/08/18	-2-----				2	\$2,000.00	1.80				
14	WNBC	11/05/18	11/05/18	NEWS AT 5P 5-6P M-F	5-6P		:15:15				BK	1	\$1,600.00	
All spots on this line are Candidate Discount Rate class of time														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/02/18	11/08/18	1-----				1	\$1,600.00	2.00				
15	WNBC	11/05/18	11/05/18	ACCESS 730-8P M-F	730-8P		:15:15				BK	1	\$4,250.00	
All spots on this line are Candidate Discount Rate class of time														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		11/02/18	11/08/18	1-----				1	\$4,250.00	2.00				
<b>Totals</b>												<b>107.80</b>	<b>60</b>	<b>\$39,225.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	10	\$5,425.00	(\$813.75)	\$4,611.25
10/29/18 - 11/06/18	50	\$33,800.00	(\$5,070.00)	\$28,730.00
<b>Totals</b>	<b>60</b>	<b>\$39,225.00</b>	<b>(\$5,883.75)</b>	<b>\$33,341.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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