

CONTRACT

WIVB
2077 Elmwood Ave.
Buffalo, NY 14207
(716) 874-4410

And:

Canal Partners Media
25 Whitlock Place
Suite 201
Marrietta, GA 30064
USA

<u>Contract / Revision</u> 982519 /		<u>Alt Order #</u> 25364833
<u>Product</u> UBER		
<u>Contract Dates</u> 12/13/16 - 12/20/16	<u>Estimate #</u> 4761	
<u>Advertiser</u> POL/Uber		<u>Original Date / Revision</u> 12/14/16 / 12/16/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WIVB	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9913041	<u>Advertiser Code</u> 473	<u>Product 1/2</u> 918
<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 5	WIVB	12/15/16	12/15/16	Wake Up Early AM 559-7a	M-F 559a-7a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		12/12/16	12/18/16	---1---	1			\$350.00					
N 6	WIVB	12/16/16	12/16/16	Wake Up Early AM 559-7a	M-F 559a-7a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		12/12/16	12/18/16	----1--	1			\$350.00					
N 7	WIVB	12/19/16	12/19/16	Wake Up Early AM 559-7a	M-F 559a-7a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		12/19/16	12/25/16	1-----	1			\$350.00					
N 8	WIVB	12/15/16	12/15/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		12/12/16	12/18/16	---1---	1			\$200.00					
N 9	WIVB	12/16/16	12/16/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		12/12/16	12/18/16	----1--	1			\$200.00					
D 10	WIVB	12/19/16	12/19/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	0	\$0.00
D 11	WIVB	12/20/16	12/20/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	0	\$0.00
N 12	WIVB	12/15/16	12/15/16	Price Is Right	M-F 11a-12p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		12/12/16	12/18/16	---1---	1			\$325.00					
N 13	WIVB	12/16/16	12/16/16	Price Is Right	M-F 11a-12p		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		12/12/16	12/18/16	----2--	2			\$325.00					
D 14	WIVB	12/19/16	12/19/16	Price Is Right	M-F 11a-12p		:30				NM	0	\$0.00
D 15	WIVB	12/20/16	12/20/16	Price Is Right	M-F 11a-12p		:30				NM	0	\$0.00
N 16	WIVB	12/15/16	12/15/16	News 4 @ Noon	M-F 12p-1230p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		12/12/16	12/18/16	---1---	1			\$300.00					
N 17	WIVB	12/16/16	12/16/16	News 4 @ Noon	M-F 12p-1230p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		12/12/16	12/18/16	----1--	1			\$300.00					

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

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LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract / Revision</u> 982519 /		<u>Alt Order #</u> 25364833
<u>Contract Dates</u> 12/13/16 - 12/20/16	<u>Product</u> UBER	<u>Estimate #</u> 4761
<u>Advertiser</u> POL/Uber		<u>Original Date / Revision</u> 12/14/16 / 12/16/16

*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>				
D 18	WIVB	12/19/16	12/19/16	News 4 @ Noon	M-F 12p-1230p		:30				NM	0	\$0.00
D 19	WIVB	12/20/16	12/20/16	News 4 @ Noon	M-F 12p-1230p		:30				NM	0	\$0.00
N 20	WIVB	12/15/16	12/15/16	The Young & The Restless	M-F 1230p-130p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	---1---				1	\$225.00				
N 21	WIVB	12/16/16	12/16/16	The Young & The Restless	M-F 1230p-130p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	----1--				1	\$225.00				
D 22	WIVB	12/19/16	12/19/16	The Young & The Restless	M-F 1230p-130p		:30				NM	0	\$0.00
D 23	WIVB	12/20/16	12/20/16	The Young & The Restless	M-F 1230p-130p		:30				NM	0	\$0.00
N 24	WIVB	12/15/16	12/15/16	M-F News 4 @ 6pm	M-F News 4 @ 6pm		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	---1---				1	\$700.00				
N 25	WIVB	12/16/16	12/16/16	M-F News 4 @ 6pm	M-F News 4 @ 6pm		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	----1--				1	\$700.00				
N 26	WIVB	12/19/16	12/19/16	M-F News 4 @ 6pm	M-F News 4 @ 6pm		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/19/16	12/25/16	1-----				1	\$700.00				
N 27	WIVB	12/20/16	12/20/16	M-F News 4 @ 6pm	M-F News 4 @ 6pm		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/19/16	12/25/16	-1-----				1	\$700.00				
N 28	WIVB	12/15/16	12/15/16	M-F 658-730p	M-F 658-730p		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	---2---				2	\$500.00				
N 29	WIVB	12/16/16	12/16/16	M-F 658-730p	M-F 658-730p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	----1--				1	\$500.00				
D 30	WIVB	12/19/16	12/19/16	M-F 658-730p	M-F 658-730p		:30				NM	0	\$0.00
D 31	WIVB	12/20/16	12/20/16	M-F 658-730p	M-F 658-730p		:30				NM	0	\$0.00
N 32	WIVB	12/15/16	12/15/16	M-F 730-758p	M-F 730-758p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	---1---				1	\$800.00				
N 33	WIVB	12/16/16	12/16/16	M-F 730-758p	M-F 730-758p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	----1--				1	\$800.00				
D 34	WIVB	12/20/16	12/20/16	M-F 730-758p	M-F 730-758p		:30				NM	0	\$0.00
N 35	WIVB	12/15/16	12/15/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	---1---				1	\$450.00				
N 36	WIVB	12/16/16	12/16/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	----1--				1	\$450.00				
D 37	WIVB	12/19/16	12/19/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	0	\$0.00
N 38	WIVB	12/18/16	12/18/16	Su Face/Nation 1030-1130a	Su Face/Nation 10:		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	-----1				1	\$500.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 39	WIVB	12/18/16	12/18/16	Sa/Su EN 6-630p	Sa/Su EN 6-630p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	-----1				1	\$250.00				
N 40	WIVB	12/18/16	12/18/16	Sa/Su Wknd CBS News	Sa/Su 630-658P		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	-----1				1	\$300.00				
D 41	WIVB	12/18/16	12/18/16	Sunday 7-8p	Sunday 7-8p		:30				NM	0	\$0.00
N 42	WIVB	12/15/16	12/15/16	M-F 430a-5a Wake Up Early	M-F 430a-5a Wake		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	---1---				1	\$75.00				
N 43	WIVB	12/16/16	12/16/16	M-F 430a-5a Wake Up Early	M-F 430a-5a Wake		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/12/16	12/18/16	----1--				1	\$75.00				
N 44	WIVB	12/19/16	12/19/16	M-F 430a-5a Wake Up Early	M-F 430a-5a Wake		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/19/16	12/25/16	1-----				1	\$75.00				
D 45	WIVB	12/20/16	12/20/16	M-F 430a-5a Wake Up Early	M-F 430a-5a Wake		:30				NM	0	\$0.00
Totals								0.00				29	\$11,550.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
11/28/16 - 12/20/16	29	\$11,550.00	(\$1,732.50)	\$9,817.50
Totals	29	\$11,550.00	(\$1,732.50)	\$9,817.50

Signature: _____ **Date:** _____

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