



WROC
201 Humboldt St
Rochester, NY 14610

Growth Marketing LLC
39 State Street
Suite 100
Rochester, NY 14614

Contract # 1448239

Schedule Dates	10/17/16-10/23/16	Date Entered	10/14/16
Advertiser	Cheryl Rozzi/Monroe County Clerk/NY/Rep (83815	Last Modified	10/24/16
Agency	Growth Marketing LLC (11026)	Entered By	Laura Keil
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	EST 2016 ELECTION (561492)	Headline #	
Salesperson	Rochester, House (1083)	Demo	Normal
Sales Office	Rochester	Order Type	Package Deal
Buyer Name	/	Commission %	15.00
Phone/Fax	N/A	Commission	\$623.70
CPE	Local/Political	Net Total	\$3,534.30
Account Types	Standard	Sales Tax	
Billing Type	Rozzi - Monroe County Clerk		
Comments	10/17/16 thru 10/23/16 Use existing copy per Evan		

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Oct. 2016	54	\$4,158.00
Grand Total:	54	\$4,158.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/17/16-10/21/16	5	:30	4:30A- CBS MORNING NEWS	5	X	X	X	X	X			2	\$8.00	\$16.00	Rochester (WROC)	CBS EARLY AM	10/14/16
2.0	Normal Line / SPOT	10/17/16-10/21/16	5	:30	4:59A- NEWS 8 AT SUNRISE 5AM	5	X	X	X	X	X			2	\$40.00	\$80.00	Rochester (WROC)	NEWS 5A	10/24/16
3.0	Normal Line / SPOT	10/17/16-10/21/16	5	:30	5:58A- NEWS 8 AT SUNRISE 6AM	5	X	X	X	X	X			2	\$100.00	\$200.00	Rochester (WROC)	NEWS 6A	10/24/16
4.0	Normal Line / SPOT	10/17/16-10/21/16	5	:30	7A- CBS THIS MORNING	5	X	X	X	X	X			2	\$135.00	\$270.00	Rochester (WROC)	CBS THIS MORN	10/14/16
5.0	Normal Line / SPOT	10/22/16-10/22/16	5	:30	9A- CBS THIS MORNING: SATURDAY	1					X			1	\$175.00	\$175.00	Rochester (WROC)	CBS THIS MORN SATURDAY	10/14/16
6.0	Normal Line / SPOT	10/23/16-10/23/16	5	:30	8:58A- CBS NEWS SUNDAY MORNING	1						X		1	\$350.00	\$350.00	Rochester (WROC)	CBS NEWS SUNDAY	10/14/16
7.0	Normal Line / SPOT	10/23/16-10/23/16	5	:30	10:30A- CBS NEWS: FACE THE NATION	1						X		1	\$100.00	\$100.00	Rochester (WROC)	FACE THE NATION	10/14/16
8.0	Normal Line / SPOT	10/17/16-10/21/16	5	:30	4:58P- NEWS 8 AT 5	3	X	X	X	X	X			1	\$125.00	\$125.00	Rochester (WROC)	NEWS 5P	10/14/16
9.0	Normal Line / SPOT	10/17/16-10/21/16	5	:30	5:30P- NEWS 8 AT 530	3	X	X	X	X	X			2	\$125.00	\$250.00	Rochester (WROC)	NEWS 530P	10/14/16
10.0	Normal Line / SPOT	10/17/16-10/21/16	5	:30	5:58P- NEWS 8 AT 6	4	X	X	X	X	X			2	\$250.00	\$500.00	Rochester (WROC)	NEWS 6P	10/14/16

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Account Types	Local/Political	Net Total	\$3,534.30
Billing Type	Standard	Sales Tax	
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11.0	Normal Line / SPOT	10/22/16-10/22/16	5	:30	7P- NEWS 8 AT 6 SAT	1						X		1	\$125.00	\$125.00	Rochester (WROC)	NEWS 6P SAT - AIRS 7-730P	10/14/16
12.0	Normal Line / SPOT	10/18/16-10/21/16	5	:30	4:59A- NEWS 8 AT SUNRISE 5AM	2	X	X	X	X				1	\$40.00	\$40.00	Rochester (WROC)	NEWS 5A - LUR WO 10/10	10/24/16
13.0	Normal Line / SPOT	10/18/16-10/21/16	5	:30	5:58A- NEWS 8 AT SUNRISE 6AM	1	X	X	X	X				1	\$100.00	\$100.00	Rochester (WROC)	NEWS 6A - LUR WO 10/10	10/24/16
14.0	Normal Line / SPOT	10/18/16-10/21/16	5	:30	12:37A- The Late Late Show with James Corden	2	X	X			X			1	\$15.00	\$15.00	Rochester (WROC)	THE LATE SHO JC; LUR WO 10/10	10/24/16
15.0	Normal Line / SPOT	10/19/16-10/21/16	5	:30	4:58P- NEWS 8 AT 5	1		X	X	X	X			1	\$125.00	\$125.00	Rochester (WROC)	news 5p - mg for preempts	10/18/16
16.0	Normal Line / SPOT	10/19/16-10/21/16	5	:30	4:30A- CBS MORNING NEWS	1		X	X	X	X			1	\$4.00	\$4.00	Rochester (WROC)	news 430p - mg for preempts	10/18/16
17.0	Normal Line / SPOT	10/21/16-10/21/16	5	:30	4:30A- CBS MORNING NEWS						1				\$8.00		Rochester (WROC)	CBS MORN NEWS; MG WRONG COPY	10/20/16
18.0	Normal Line / SPOT	10/20/16-10/20/16	5	:30	4:58P- NEWS 8 AT 5				1					1	\$125.00	\$125.00	Rochester (WROC)	NEWS 5P; MG WRONG COPY	10/20/16
19.0	Normal Line / SPOT	10/20/16-10/20/16	5	:30	5:30P- NEWS 8 AT 530				1					1	\$125.00	\$125.00	Rochester (WROC)	NEWS 530P MG WRONG COPY	10/20/16

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Grand Total:	54	\$4,158.00



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Brand EST 2016 ELECTION (561492)
Salesperson Rochester, House (1083)
Sales Office Rochester
Buyer Name /
Phone/Fax N/A
CPE N/A
Account Types Local/Political
Billing Type Standard
Comments Rozzi - Monroe County Clerk
10/17/16 thru 10/23/16
Use existing copy per Evan

Date Entered 10/14/16
Last Modified 10/24/16
Entered By Laura Keil
CO-OP No
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$623.70
Net Total \$3,534.30
Sales Tax

Rochester (WROC)
By Broadcast Month
Oct. 2016 54 \$4,158.00
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20.0	Normal Line / SPOT	10/20/16-10/20/16	5	:30	5:58P- NEWS 8 AT 6					1				1	\$250.00	\$250.00	Rochester (WROC)	NEWS 6P MG WRONG COPY	10/20/16
21.0	Normal Line / SPOT	10/21/16-10/21/16	5	:30	4:30A- CBS MORNING NEWS						1				\$8.00		Rochester (WROC)	CBS MORN NEWS MG WRONG COPY	10/20/16
22.0	Normal Line / SPOT	10/21/16-10/21/16	5	:30	4:59A- NEWS 8 AT SUNRISE 5AM						1			1	\$40.00	\$40.00	Rochester (WROC)	NEWS 5A MG WRONG COPY	10/24/16
23.0	Normal Line / SPOT	10/21/16-10/21/16	5	:30	5:58A- NEWS 8 AT SUNRISE 6AM						1			1	\$100.00	\$100.00	Rochester (WROC)	NEWS 6A MG WRONG COPY	10/24/16
24.0	Normal Line / SPOT	10/21/16-10/21/16	5	:30	7A- CBS THIS MORNING						1			1	\$135.00	\$135.00	Rochester (WROC)	CBS THIS MORN MG WRONG COPY	10/20/16
25.0	Normal Line / SPOT	10/21/16-10/21/16	5	:30	4:58P- NEWS 8 AT 5						1			1	\$125.00	\$125.00	Rochester (WROC)	NEWS 5P MG WRONG COPY	10/20/16
26.0	Normal Line / SPOT	10/21/16-10/21/16	5	:30	5:58P- NEWS 8 AT 6						1			1	\$250.00	\$250.00	Rochester (WROC)	NEWS 6P MG WRONG COPY	10/20/16
27.0	Normal Line / SPOT	10/20/16-10/20/16	5	:30	12:52A- The Late Late Show with James Cordan					1				1	\$35.00	\$35.00	Rochester (WROC)	THE LATE JC MG WRONG COPY	10/20/16
28.0	Normal Line / SPOT	10/21/16-10/22/16	5	:30	11P- NEWS 8 AT 11						1	1		2	\$110.00	\$220.00	Rochester (WROC)	NEWS 11P; MG WRONG COPY	10/24/16

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Salesperson	Rochester, House (1083)	Demo	
Sales Office	Rochester	Order Type	Normal
Buyer Name	/	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$623.70
Account Types	Local/Political	Net Total	\$3,534.30
Billing Type	Standard	Sales Tax	
Comments	Rozzi - Monroe County Clerk 10/17/16 thru 10/23/16 Use existing copy per Evan		

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29.0	Normal Line / SPOT	10/23/16-10/23/16	5	:30	12:05A- Blue Bloods								1	1	\$53.00	\$53.00	Rochester (WROC)	BLUE BLOODS MG WRONG COPY	10/20/16
30.0	Normal Line / SPOT	10/23/16-10/23/16	5	:30	11:30P- NEWS 8 AT 11								1	1	\$225.00	\$225.00	Rochester (WROC)	NEWS 11P, MG WRONG COPY	10/20/16
31.0	M/G For 1.0.1 / SPOT	10/18/16-10/18/16	9	:30	4:30A- CBS MORNING NEWS			1						1	\$0.00	\$0.00	Rochester (WROC)	CBS EARLY AM	10/21/16
32.0	M/G For 2.0.1 / SPOT	10/18/16-10/18/16	9	:30	4:59A- NEWS 8 AT SUNRISE 5AM			1						1	\$0.00	\$0.00	Rochester (WROC)	NEWS 5A	10/21/16
33.0	M/G For 3.0.1 / SPOT	10/18/16-10/18/16	9	:30	5:59A- NEWS 8 AT SUNRISE 6AM			1						1	\$0.00	\$0.00	Rochester (WROC)	NEWS 6A	10/21/16
34.0	M/G For 4.0.1 / SPOT	10/18/16-10/18/16	9	:30	7A- CBS THIS MORNING			1						1	\$0.00	\$0.00	Rochester (WROC)	CBS THIS MORN	10/21/16
35.0	M/G For 8.0.1 / SPOT	10/18/16-10/18/16	9	:30	4:58P- NEWS 8 AT 5			1						1	\$0.00	\$0.00	Rochester (WROC)	NEWS 5P	10/21/16
36.0	M/G For 9.0.1 / SPOT	10/18/16-10/18/16	9	:30	5:30P- NEWS 8 AT 530			1						1	\$0.00	\$0.00	Rochester (WROC)	NEWS 530P	10/21/16
37.0	M/G For 10.0.1 / SPOT	10/18/16-10/18/16	9	:30	5:58P- NEWS 8 AT 6			1						1	\$0.00	\$0.00	Rochester (WROC)	NEWS 6P	10/21/16
38.0	M/G For 1.0.2 / SPOT	10/19/16-10/19/16	9	:30	4:30A- CBS MORNING NEWS				1					1	\$0.00	\$0.00	Rochester (WROC)	CBS EARLY AM	10/21/16

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Product Political - Candidate Other (1066)
Brand EST 2016 ELECTION (561492)
Salesperson Rochester, House (1083)
Sales Office Rochester
Buyer Name /
Phone/Fax N/A
CPE N/A
Account Types Local/Political
Billing Type Standard
Comments Rozzi - Monroe County Clerk
10/17/16 thru 10/23/16
Use existing copy per Evan

Date Entered 10/14/16
Last Modified 10/24/16
Entered By Laura Keil
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$623.70
Net Total \$3,534.30
Sales Tax

Rochester (WROC)
By Broadcast Month
Oct. 2016 54 \$4,158.00
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39.0	M/G For 2.0.2 / SPOT	10/19/16-10/19/16	9	:30	4:59A- NEWS 8 AT SUNRISE 5AM	1			1					1	\$0.00	\$0.00	Rochester (WROC)	NEWS 5A	10/21/16
40.0	M/G For 3.0.2 / SPOT	10/19/16-10/19/16	9	:30	5:58A- NEWS 8 AT SUNRISE 6AM	1			1					1	\$0.00	\$0.00	Rochester (WROC)	NEWS 6A	10/21/16
41.0	M/G For 4.0.2 / SPOT	10/19/16-10/19/16	9	:30	7A- CBS THIS MORNING	1			1					1	\$0.00	\$0.00	Rochester (WROC)	CBS THIS MORN	10/21/16
42.0	M/G For 8.0.2 / SPOT	10/19/16-10/19/16	9	:30	4:58P- NEWS 8 AT 5	1			1					1	\$0.00	\$0.00	Rochester (WROC)	NEWS 5P	10/21/16
43.0	M/G For 10.0.2 / SPOT	10/19/16-10/19/16	9	:30	5:58P- NEWS 8 AT 6	1			1					1	\$0.00	\$0.00	Rochester (WROC)	NEWS 6P	10/21/16
44.0	M/G For 14.0.1 / SPOT	10/19/16-10/19/16	9	:30	12:37A- The Late Late Show with James Corden	1			1					1	\$0.00	\$0.00	Rochester (WROC)	THE LATE SHO JC; LUR WO 10/10	10/21/16
45.0	M/G For 1.0.3 / SPOT	10/20/16-10/20/16	9	:30	4:30A- CBS MORNING NEWS	1				1				1	\$0.00	\$0.00	Rochester (WROC)	CBS EARLY AM	10/21/16
46.0	M/G For 12.0.1 / SPOT	10/20/16-10/20/16	9	:30	4:59A- NEWS 8 AT SUNRISE 5AM	1				1				1	\$0.00	\$0.00	Rochester (WROC)	NEWS 5A - LUR WO 10/10	10/21/16
47.0	M/G For 2.0.3 / SPOT	10/20/16-10/20/16	9	:30	4:59A- NEWS 8 AT SUNRISE 5AM	1				1				1	\$0.00	\$0.00	Rochester (WROC)	NEWS 5A	10/21/16
48.0	M/G For 3.0.3 / SPOT	10/20/16-10/20/16	9	:30	5:58A- NEWS 8 AT SUNRISE 6AM	1				1				1	\$0.00	\$0.00	Rochester (WROC)	NEWS 6A	10/21/16

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49.0	M/G For 4.0.3 / SPOT	10/20/16-10/20/16	9	:30	7A- CBS THIS MORNING					1				1	\$0.00	\$0.00	Rochester (WROC)	CBS THIS MORN	10/21/16
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