

# CONTRACT



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

<u>Contract / Revision</u> 17664 / 4		<u>Alt Order #</u> WOC10076102
<u>Product</u> JOE LHOTA FOR MAYOR		
<u>Contract Dates</u> 10/14/13 - 10/27/13		<u>Estimate #</u>
<u>Advertiser</u> Joe Lhota for Mayor		<u>Original Date / Revision</u> 10/23/13 / 10/23/13
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WABC	<u>Account Executive</u> Brennan Arter	<u>Sales Office</u> Los Angeles NT
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Target Enterprises**  
 15260 Ventura Blvd.  
 Suite 1240  
 Encino, CA 91403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WABC	10/14/13	10/17/13	M-F EWN This Morning	5:00 AM-6:00 AM		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	-TWT---				3	\$800.00			
2	WABC	10/14/13	10/17/13	M-F EWN This Morning	6:00 AM-7:00 AM		:30			NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	-TWT---				5	\$1,800.00			
3	WABC	10/14/13	10/18/13	M-F GMA	7:00 AM-9:00 AM		:30			NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	-TWTF--				5	\$2,400.00			
4	WABC	10/14/13	10/18/13	M-F EWN at Noon	12:00 PM-12:30 PM		:30			NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	MTWTF--				5	\$1,400.00			
	<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>		
	1	WABC	10/14/13-10/20/13	M-F EWN at Noon	12:00 PM-12:30 PM	MTuWThF----	:30		\$1,400.00	NM		
	Credited											
5	WABC	10/14/13	10/17/13	M-F 1230p-1p	12:30 PM-1:00 PM		:30			NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	MTWT---				3	\$1,600.00			
6	WABC	10/14/13	10/18/13	M-F EWN at 4p	4:00 PM-5:00 PM		:30			NM	6	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	MTWTF--				6	\$1,100.00			
	<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	10/14/13-10/20/13	M-F EWN at 4p	4:00 PM-5:00 PM	MTuWThF----	:30		\$1,100.00	NM		
	See MG 6.8											
	6	WABC	10/14/13-10/20/13	M-F EWN at 4p	4:00 PM-5:00 PM	MTuWThF----	:30		\$1,100.00	NM		
	See MG 6.7											
	7	WABC	10/14/13-10/20/13	M-F EWN at 4p	4:00 PM-5:00 PM	MTuWThF----	:15/:15		\$1,100.00	BK		
	Ⓜ MG for 6.6 10/18											
	8	WABC	10/14/13-10/20/13	M-F EWN at 4p	4:00 PM-5:00 PM	MTuWThF----	:15/:15		\$1,100.00	BK		
	Ⓜ MG for 6.5 10/18											
7	WABC	10/14/13	10/18/13	M-F EWN at 5p	5:00 PM-6:00 PM		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	MTWT---				4	\$2,000.00			
8	WABC	10/14/13	10/18/13	M-Su EWN at 6p	6:00 PM-6:30 PM		:30			NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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<b>Contract / Revision</b> 17664 / 4		<b>Alt Order #</b> WOC10076102
<b>Contract Dates</b> 10/14/13 - 10/27/13		<b>Product</b> JOE LHOTA FOR MAYO
<b>Advertiser</b> Joe Lhota for Mayor		<b>Estimate #</b> 10/23/13 / 10/23/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
5	WABC	10/14/13-10/20/13	10/20/13	M-Su EWN at 6p	6:00 PM-6:30 PM	MTuWThF----	:30	5	\$2,200.00	NM		
See MG 8.6 6 WABC 10/14/13-10/20/13 M-Su EWN at 6p 6:00 PM-6:30 PM MTuWThF---- :15/15 \$2,200.00 BK MG for 8.5 10/18												
9	WABC	10/14/13-10/18/13	10/18/13	M-F 7p-8p	7:00 PM-7:30 PM	MTuWThF----	:30	3	\$5,800.00	NM	3	\$17,400.00
See MG 9.4 4 WABC 10/14/13-10/20/13 M-F 7p-8p 7:00 PM-7:30 PM MTuWThF---- :15/15 \$5,800.00 BK MG for 9.3 10/18												
10	WABC	10/14/13-10/20/13	10/20/13	M-Sun EWN at 11p	11:00 PM-11:35 PM	MTWTFS--	:30	5	\$4,800.00	NM	5	\$24,000.00
See MG 10.6 6 WABC 10/14/13-10/20/13 M-Sun EWN at 11p 11:00 PM-11:35 PM MTuWThFSa-- :15/15 \$4,800.00 BK MG for 10.1 10/18												
11	WABC	10/14/13-10/18/13	10/18/13	Nightline	12:37 XM-1:06 XM	MTWT---	:30	4	\$1,100.00	NM	4	\$4,400.00
12	WABC	10/14/13-10/18/13	10/18/13	Jimmy Kimmel Live	11:35 PM-12:37 XM	MTWT---	:30	3	\$2,000.00	NM	1	\$2,000.00
Credited 3 WABC 10/14/13-10/20/13 Jimmy Kimmel Live 11:35 PM-12:37 XM MTuWThF---- :30 \$2,000.00 NM Credited												
13	WABC	10/14/13-10/20/13	10/20/13	EWN This Morning Sunday	6:00 AM-7:00 AM	-----S	:30	1	\$800.00	NM	1	\$800.00
See MG 13.2 2 WABC 10/14/13-10/20/13 EWN This Morning Sunday 6:00 AM-7:00 AM -----S :15/15 \$800.00 BK MG for 13.1 10/20												
14	WABC	10/14/13-10/20/13	10/20/13	EWN This Morning Sunday	7:00 AM-8:00 AM	-----S	:30	2	\$900.00	NM	2	\$1,800.00
See MG 14.3 3 WABC 10/14/13-10/20/13 EWN This Morning Sunday 7:00 AM-8:00 AM -----S :15/15 \$900.00 BK See MG 14.4 4 WABC 10/14/13-10/20/13 EWN This Morning Sunday 7:00 AM-8:00 AM -----S :15/15 \$900.00 BK MG for 14.1 10/20 MG for 14.2 10/20												

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<b>Contract Dates</b> 10/14/13 - 10/27/13		<b>Product</b> JOE LHOTA FOR MAYO
<b>Advertiser</b> Joe Lhota for Mayor		<b>Estimate #</b> Original Date / Revision 10/23/13 / 10/23/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
15	WABC	10/14/13	10/19/13	EWN This Morning Saturday	6:00 AM-7:00 AM		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/14/13	10/20/13	-----S-	2			\$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	10/14/13-10/20/13		EWN This Morning Saturday	6:00 AM-7:00 AM	-----Sa--	:30		\$800.00	NM		
See MG 15.3												
2	WABC	10/14/13-10/20/13		EWN This Morning Saturday	6:00 AM-7:00 AM	-----Sa--	:30		\$800.00	NM		
See MG 15.4												
3	WABC	10/14/13-10/20/13		EWN This Morning Saturday	6:00 AM-7:00 AM	-----Sa--	:15/:15		\$800.00	BK		
Ⓜ MG for 15.1 10/19												
4	WABC	10/14/13-10/20/13		EWN This Morning Saturday	6:00 AM-7:00 AM	-----Sa--	:15/:15		\$800.00	BK		
Ⓜ MG for 15.2 10/19												
16	WABC	10/14/13	10/19/13	EWN This Morning Saturday	9:00 AM-10:00 AM		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/14/13	10/20/13	-----S-	1			\$1,100.00				
<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	10/14/13-10/20/13		EWN This Morning Saturday	9:00 AM-10:00 AM	-----Sa--	:30		\$1,100.00	NM		
See MG 16.2												
2	WABC	10/14/13-10/20/13		EWN This Morning Saturday	9:00 AM-10:00 AM	-----Sa--	:15/:15		\$1,100.00	BK		
Ⓜ MG for 16.1 10/19												
17	WABC	10/14/13	10/19/13	Sa 7p-8p	7:00 PM-8:00 PM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/14/13	10/20/13	-----S-	1			\$1,000.00				
<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>		
1	WABC	10/14/13-10/20/13		Sa 7p-8p	7:00 PM-8:00 PM	-----Sa--	:30		\$1,000.00	NM		
See MG 17.2												
2	WABC	10/14/13-10/20/13		Sa 7p-8p	7:00 PM-8:00 PM	-----Sa--	:15/:15		\$1,000.00	BK		
Ⓜ MG for 17.1 10/19												
18	WABC	10/20/13	10/20/13	Sa-Su EWN Extension	1135p-1200a	-----S	:30	1	\$2,400.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/20/13	10/20/13	-----S	1			\$2,400.00				
<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>		
1	WABC	10/20/13-10/20/13		Sa-Su EWN Extension	1135p-1200a	-----Su	:30		\$2,400.00	NM		
See MG 18.2												
2	WABC	10/20/13-10/20/13		Sa-Su EWN Extension	1135p-1200a	-----Su	:15/:15		\$2,400.00	BK		
Ⓜ MG for 18.1 10/20												
19	WABC	10/16/13	10/18/13	M-F 3p-4p	3p-4p	--WT---	:30	2	\$850.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/13	10/18/13	--WT---	2			\$850.00				
<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	10/16/13-10/18/13		M-F 3p-4p	3p-4p	--WT---	:30		\$850.00	NM		
See MG 20.4												
2	WABC	10/16/13-10/18/13		M-F 3p-4p	3p-4p	--WT---	:30		\$850.00	NM		
See MG 20.3												
3	WABC	10/20/13-10/20/13		Sa-Su 5a-6a	5a-6a	-----Su	:30		\$50.00	NM		
Ⓜ MG for 20.2 10/20												
4	WABC	10/20/13-10/20/13		Sa-Su 5a-6a	5a-6a	-----Su	:15/:15		\$50.00	BK		
Ⓜ MG for 20.1 10/20												
20	WABC	10/20/13	10/20/13	Sa-Su 5a-6a	5a-6a	-----S	:30	2	\$50.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/20/13	10/20/13	-----S	2			\$50.00				
<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	10/20/13-10/20/13		Sa-Su 5a-6a	5a-6a	-----Su	:30		\$50.00	NM		
See MG 20.4												
2	WABC	10/20/13-10/20/13		Sa-Su 5a-6a	5a-6a	-----Su	:30		\$50.00	NM		
See MG 20.3												
3	WABC	10/20/13-10/20/13		Sa-Su 5a-6a	5a-6a	-----Su	:15/:15		\$50.00	BK		
Ⓜ MG for 20.2 10/20												
4	WABC	10/20/13-10/20/13		Sa-Su 5a-6a	5a-6a	-----Su	:15/:15		\$50.00	BK		
Ⓜ MG for 20.1 10/20												
21	WABC	10/14/13	10/20/13	M-F EWN This Morning	5a-6a	-----F--	:15			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/14/13	10/20/13	-----F--	1			\$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>		
1	WABC	10/14/13-10/20/13		M-F EWN This Morning	5a-6a	-----F--	:15		\$400.00	NM		
See MG 20.4												
22	WABC	10/21/13	10/21/13	M-F EWN This Morning	5a-6a	M-----	:15			NM	1	\$400.00
		<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			\$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>		
1	WABC	10/21/13-10/21/13		M-F EWN This Morning	5a-6a	M-----	:15		\$400.00	NM		
See MG 20.4												
23	WABC	10/14/13	10/18/13	M-F EWN This Morning	6a-7a	--WT---	:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/14/13	10/18/13	--WT---	1			\$1,800.00				

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<u>Advertiser</u> Joe Lhota for Mayor		<u>Estimate #</u> 10/23/13 / 10/23/13

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	----F--				1	\$1,800.00			
24	WABC	10/21/13	10/21/13	M-F EWN This Morning	6a-7a		:30			NM	1	\$1,800.00
		<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	\$1,800.00			
<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>		
2	WABC	10/21/13-10/27/13		M-F EWN This Morning	6a-7a	M-----	:30		<del>\$1,800.00</del>	NM		
See MG 24.3												
3	WABC	10/21/13-10/27/13		M-F EWN This Morning	6a-7a	M-----	:15/:15		\$1,800.00	BK		
Ⓜ MG for 24.2 10/21												
25	WABC	10/14/13	10/18/13	M-F 10a-11a	10a-11a		:15			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	--WTF--				2	\$800.00			
26	WABC	10/21/13	10/24/13	M-F 10a-11a	10a-11a		:15			NM	4	\$3,200.00
		<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	MTWT---				4	\$800.00			
27	WABC	10/14/13	10/18/13	M-F 1p-2p	1p-2p		:15			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	--WTF--				2	\$1,000.00			
28	WABC	10/21/13	10/24/13	M-F 1p-2p	1p-2p		:15			NM	4	\$4,000.00
		<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	MTWT---				4	\$1,000.00			
29	WABC	10/14/13	10/18/13	M-F 9a-10a	9a-10a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	--WTF--				1	\$2,000.00			
30	WABC	10/22/13	10/24/13	M-F 9a-10a	9a-10a		:15/:15			BK	4	\$8,000.00
		<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	-TWT---				3	\$2,000.00			
<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>		
5	WABC	10/21/13-10/27/13		M-F 9a-10a	9a-10a	MTuWThF----	:15/:15		\$2,000.00	BK		
Ⓜ MG for 30.1 10/21												
31	WABC	10/14/13	10/18/13	M-F 11a-12p	11a-12p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	--WT---				1	\$2,000.00			
32	WABC	10/21/13	10/21/13	M-F 11a-12p	11a-12p		:30			NM	1	\$2,000.00
		<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	\$2,000.00			
<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>		
1	WABC	10/21/13-10/27/13		M-F 11a-12p	11a-12p	M-----	:30		<del>\$2,000.00</del>	NM		
See MG 32.2												
2	WABC	10/21/13-10/27/13		M-F 11a-12p	11a-12p	M-----	:15/:15		\$2,000.00	BK		
Ⓜ MG for 32.1 10/21												
33	WABC	10/18/13	10/18/13	M-F 11a-12p	11a-12p		:15			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	----F--				1	\$1,000.00			
34	WABC	10/22/13	10/24/13	M-F 11a-12p	11a-12p		:15			NM	4	\$4,000.00
		<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	-TWT---				4	\$1,000.00			
35	WABC	10/14/13	10/18/13	M-F 3p-4p	3p-4p	----F--	:15	1	\$425.00	NM	1	\$425.00
		<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	MTWT---				5	\$425.00			
36	WABC	10/21/13	10/24/13	M-F 3p-4p	3p-4p		:15			NM	5	\$2,125.00
		<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	MTWT---				5	\$425.00			

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

<u>Contract / Revision</u> 17664 / 4		<u>Alt Order #</u> WOC10076102
<u>Contract Dates</u> 10/14/13 - 10/27/13	<u>Product</u> JOE LHOTA FOR MAYO	<u>Estimate #</u>
<u>Advertiser</u> Joe Lhota for Mayor		<u>Original Date / Revision</u> 10/23/13 / 10/23/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
37	WABC	10/21/13	10/21/13	M-F EWN at 4p	4p-5p		:30			NM	1	\$1,100.00
		<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	\$1,100.00			
	<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	10/21/13-10/27/13	M-F EWN at 4p	4p-5p	M-----	:30		\$1,100.00	NM		
	See MG 37.2											
	2	WABC	10/21/13-10/27/13	M-F EWN at 4p	4p-5p	M-----	:15/:15		\$1,100.00	BK		
	Ⓜ MG for 37.1 10/21											
38	WABC	10/14/13	10/18/13	M-F EWN at 5p	5p-6p		:15			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	----F--				1	\$1,000.00			
39	WABC	10/21/13	10/24/13	M-F EWN at 5p	5p-6p		:15			NM	5	\$5,000.00
		<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	MTWT---				5	\$1,000.00			
41	WABC	10/14/13	10/17/13	M-F 7p-8p	7:30 PM-8:00 PM		:30			NM	1	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	--WT---				1	\$5,800.00			
42	WABC	10/14/13	10/20/13	M-Sun EWN at 11p	11p-1135p		:15			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	-----S				1	\$2,400.00			
43	WABC	10/21/13	10/24/13	M-Sun EWN at 11p	11p-1135p		:15			NM	4	\$9,600.00
		<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	MTWT---				4	\$2,400.00			
44	WABC	10/21/13	10/21/13	Nightline	1237xm-108xm		:30			NM	1	\$1,100.00
		<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	\$1,100.00			
	<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	10/21/13-10/27/13	Nightline	1237xm-108xm	M-----	:30		\$1,100.00	NM		
	See MG 44.2											
	2	WABC	10/21/13-10/27/13	Nightline	1237xm-108xm	M-----	:15/:15		\$1,100.00	BK		
	Ⓜ MG for 44.1 10/21											
45	WABC	10/18/13	10/18/13	Nightline	1237xm-108xm		:15			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	----F--				1	\$550.00			
46	WABC	10/21/13	10/21/13	Jimmy Kimmel Live	1135p-1237xm		:30			NM	1	\$2,000.00
		<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	\$2,000.00			
	<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>		
	1	WABC	10/21/13-10/27/13	Jimmy Kimmel Live	1135p-1237xm	M-----	:30		\$2,000.00	NM		
	See MG 46.2											
	2	WABC	10/21/13-10/27/13	Jimmy Kimmel Live	1135p-1237xm	M-----	:15/:15		\$2,000.00	BK		
	Ⓜ MG for 46.1 10/21											
49	WABC	10/14/13	10/20/13	M-Su LF Rotator	12:00 XM-1:05 XM		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	-----S				1	\$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>		
	1	WABC	10/14/13-10/20/13	M-Su LF Rotator	12:00 XM-1:05 XM	-----Su	:30		\$400.00	NM		
	See MG 49.2											
	2	WABC	10/14/13-10/20/13	M-Su LF Rotator	12:00 XM-1:05 XM	-----Su	:15/:15		\$400.00	BK		
	Ⓜ MG for 49.1 10/20											
50	WABC	10/14/13	10/19/13	Sa-Su EWN 6a-10a Rotator	8:00 AM-9:00 AM		:15			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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

Contract / Revision	Alt Order #
17664 / 4	WOC10076102

Contract Dates	Product	Estimate #
10/14/13 - 10/27/13	JOE LHOTA FOR MAYO	

Advertiser	Original Date / Revision
Joe Lhota for Mayor	10/23/13 / 10/23/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	-----S-				1	\$600.00			
51	WABC	10/14/13	10/19/13	Sa-Su EWN 6a-10a Rotator	7:00 AM-8:00 AM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	-----S-				1	\$900.00			
<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	10/14/13-10/20/13		Sa-Su EWN 6a-10a Rotator	7:00 AM-8:00 AM	-----Sa--	:30		<del>\$900.00</del>	NM		
Credited												
52	WABC	10/14/13	10/20/13	Sa-Su EWN 6a-10a Rotator	9:00 AM-10:00 AM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/14/13	10/20/13	-----S				1	\$1,100.00			
<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	10/14/13-10/20/13		Sa-Su EWN 6a-10a Rotator	9:00 AM-10:00 AM	-----Su	:30		<del>\$1,100.00</del>	NM		
Credited												
53	WABC	10/21/13	10/21/13	Monday Night Football	8:30pm-11:30pm	M-----	:15	2	\$7,500.00	NM	2	\$15,000.00
54	WABC	10/21/13	10/24/13	M-Su EWN at 6p	6p-630p	MTWT---	:15	4	\$1,300.00	NM	4	\$5,200.00
55	WABC	10/21/13	10/24/13	M-F 7p-8p	7:30 PM-8:00 PM	MTWT---	:15	3	\$2,900.00	NM	3	\$8,700.00
56	WABC	10/22/13	10/24/13	Jimmy Kimmel Live		-TWT---	:15	4	\$1,350.00	NM	4	\$5,400.00
57	WABC	10/22/13	10/24/13	M-F EWN This Morning	5a-6a	-TWT---	:15	1	\$425.00	NM	1	\$425.00
58	WABC	10/21/13	10/24/13	M-F 1230p-1p	1230p-1p	MTWT---	:15	4	\$900.00	NM	4	\$3,600.00
59	WABC	10/22/13	10/24/13	M-F EWN at 4p	4p-5p	-TWT---	:15	4	\$650.00	NM	4	\$2,600.00
N 60	WABC	10/21/13	10/24/13	M-F 7p-8p	7:00 PM-7:30 PM	MTWTF--	:15	3	\$2,900.00	NM	3	\$8,700.00
61	WABC	10/22/13	10/24/13	Nightline	1237xm-108xm	-TWT---	:15	3	\$650.00	NM	3	\$1,950.00
62	WABC	10/22/13	10/24/13	M-F EWN This Morning	5a-6a	-TWT---	:15	4	\$425.00	NM	4	\$1,700.00
63	WABC	10/22/13	10/24/13	M-F GMA	7a-9a	-TWT---	:15	4	\$1,200.00	NM	4	\$4,800.00
64	WABC	10/23/13	10/24/13	M-F 7p-8p	7p-8p	--WT---	:15/:15	2	\$5,800.00	BK	2	\$11,600.00
65	WABC	10/23/13	10/24/13	M-F EWN at Noon	12p-1230p	--WT---	:15/:15	2	\$1,400.00	BK	2	\$2,800.00
<b>Totals</b>											<b>152</b>	<b>\$256,475.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/13 - 10/25/13	152	\$256,475.00	(\$38,471.25)	\$218,003.75
<b>Totals</b>	<b>152</b>	<b>\$256,475.00</b>	<b>(\$38,471.25)</b>	<b>\$218,003.75</b>

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

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