

# CONTRACT



**WABC-TV  
NEW YORK**

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

And:

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

<u>Contract / Revision</u> 17201 / 1		<u>Alt Order #</u> WOC10075502
<u>Product</u> JOE LHOTA FOR MAYOR		
<u>Contract Dates</u> 10/07/13 - 10/13/13		<u>Estimate #</u>
<u>Advertiser</u> Joe Lhota for Mayor		<u>Original Date / Revision</u> 10/08/13 / 10/11/13
<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>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WABC	10/07/13	10/11/13	M-F EWN This Morning	6:00 AM-7:00 AM		:15			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	---TF--				2	\$900.00			
2	WABC	10/07/13	10/11/13	M-F GMA	7:00 AM-9:00 AM		:15			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	---TF--				3	\$1,200.00			
3	WABC	10/07/13	10/11/13	M-F GMA	7:00 AM-9:00 AM		:30			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	---TF--				1	\$2,400.00			
4	WABC	10/07/13	10/11/13	M-F 9a-10a	9:00 AM-10:00 AM		: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:		10/07/13	10/13/13	---TF--				2	\$1,000.00			
5	WABC	10/07/13	10/11/13	M-F 11a-12p	11:00 AM-12:00 PM		: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:		10/07/13	10/13/13	---TF--				2	\$1,000.00			
6	WABC	10/07/13	10/10/13	M-F EWN at Noon	12:00 PM-12:30 PM		:15			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	---T---				1	\$700.00			
7	WABC	10/07/13	10/11/13	M-F EWN at Noon	12:00 PM-12:30 PM		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	----F--				1	\$1,400.00			
8	WABC	10/07/13	10/11/13	M-F 1230p-1p	12:30 PM-1:00 PM		:15			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	----F--				1	\$800.00			
9	WABC	10/07/13	10/10/13	M-F 1230p-1p	12:30 PM-1:00 PM		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	---T---				1	\$1,600.00			
10	WABC	10/07/13	10/10/13	M-F EWN at 4p	4:00 PM-5:00 PM		:15			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	---T---				1	\$550.00			
11	WABC	10/07/13	10/11/13	M-F EWN at 4p	4:00 PM-5:00 PM		: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:		10/07/13	10/13/13	----F--				1	\$1,100.00			
12	WABC	10/07/13	10/11/13	M-F EWN at 5p	5:00 PM-6:00 PM		:15			NM	2	\$2,000.00

(\* 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.



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

<u>Contract / Revision</u> 17201 / 1		<u>Alt Order #</u> WOC10075502
<u>Contract Dates</u> 10/07/13 - 10/13/13	<u>Product</u> JOE LHOTA FOR MAYO	<u>Estimate #</u>
<u>Advertiser</u> Joe Lhota for Mayor		<u>Original Date / Revision</u> 10/08/13 / 10/11/13

*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:		10/07/13	10/13/13	---TF--				2	\$1,000.00			
13	WABC	10/07/13	10/10/13	M-Su EWN at 6p	6:00 PM-6:30 PM		:15			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	---T---				1	\$1,100.00			
14	WABC	10/07/13	10/11/13	M-Su EWN at 6p	6:00 PM-6:30 PM		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	----F--				1	\$2,200.00			
15	WABC	10/07/13	10/11/13	M-F 7p-8p	7:00 PM-7:30 PM		:15			NM	2	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	---TF--				2	\$2,900.00			
16	WABC	10/07/13	10/13/13	M-Sun EWN at 11p	11:00 PM-11:35 PM		:15			NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	----FSS				2	\$2,250.00			
17	WABC	10/07/13	10/10/13	M-Sun EWN at 11p	11:00 PM-11:35 PM		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	---T---				1	\$4,500.00			
18	WABC	10/07/13	10/11/13	Jimmy Kimmel Live	11:35 PM-12:37 AM		: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:		10/07/13	10/13/13	---TF--				2	\$1,000.00			
19	WABC	10/07/13	10/10/13	Nightline	12:37 AM-1:06 AM		:15			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	---T---				1	\$500.00			
20	WABC	10/07/13	10/11/13	Nightline	12:37 AM-1:06 AM		: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:		10/07/13	10/13/13	----F--				1	\$1,000.00			
21	WABC	10/07/13	10/12/13	EWN This Morning Saturday	6:00 AM-7:00 AM		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	-----S-				1	\$800.00			
22	WABC	10/07/13	10/12/13	EWN This Morning Saturday	7:00 AM-8:00 AM		:15			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	-----S-				1	\$450.00			
23	WABC	10/07/13	10/12/13	EWN This Morning Saturday	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>			
Week:		10/07/13	10/13/13	-----S-				1	\$600.00			
24	WABC	10/07/13	10/12/13	Sa 7p-8p	7:00 PM-8:00 PM		:15			NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	-----S-				1	\$500.00			
<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	10/07/13-10/13/13		Sa 7p-8p	7:00 PM-8:00 PM	-----Sa--	:15		\$500.00	NM		
See MG 24.2,24.3,24.4,24.5												
2	WABC	10/13/13-10/13/13		This Week	10a-11a	-----Su	:15		\$1,400.00	NM		
Ⓜ MG for 25.1,24.1												
3	WABC	10/11/13-10/11/13		M-F EWN at 5p	5p-6p	-----F----	:15		\$1,000.00	NM		
Ⓜ MG for 25.1,24.1												
4	WABC	10/13/13-10/13/13		Sa-Su 5a-6a	5a-6a	-----Su	:30		\$50.00	NM		
Ⓜ MG for 25.1,24.1												
5	WABC	10/13/13-10/13/13		Sa-Su 5a-6a	5a-6a	-----Su	:30		\$50.00	NM		
Ⓜ MG for 25.1,24.1												
25	WABC	10/07/13	10/12/13	Sa 7p-8p	7:00 PM-8:00 PM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/07/13	10/13/13	-----S-				1	\$1,000.00			

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Contract / Revision	Alt Order #
17201 / 1	WOC10075502

Contract Dates	Product	Estimate #
10/07/13 - 10/13/13	JOE LHOTA FOR MAYOR	

Advertiser	Original Date / Revision
Joe Lhota for Mayor	10/08/13 / 10/11/13

*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> <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	10/07/13-10/13/13		Sa 7p-8p	7:00 PM-8:00 PM	-----Sa--	:30		\$1,000.00	NM		
See MG 24.2,24.3,24.4,24.5												
26	WABC	10/07/13	10/12/13	EWN This Morning Sunday	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: 10/07/13 10/13/13 -----S- 2 \$800.00												
27	WABC	10/07/13	10/13/13	EWN This Morning Sunday	7:00 AM-8:00 AM		:15			NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/07/13 10/13/13 -----S 1 \$450.00												
28	WABC	10/07/13	10/13/13	Su GMA	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> Week: 10/07/13 10/13/13 -----S 1 \$600.00												
29	WABC	10/13/13	10/13/13	EWN This Morning Sunday	9:00 AM-10:00 AM		:15			NM	1	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/07/13 10/13/13 -----S 1 \$550.00												
<b>Totals</b>											<b>41</b>	<b>\$49,100.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/13 - 10/13/13	41	\$49,100.00	(\$7,365.00)	\$41,735.00
<b>Totals</b>	<b>41</b>	<b>\$49,100.00</b>	<b>(\$7,365.00)</b>	<b>\$41,735.00</b>

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

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