

# CONTRACT



**WPIX-TV**  
 220 East 42nd Street  
 New York, NY 10017  
 (212) 949-1100

<u>Contract / Revision</u> 580235 /		<u>Alt Order #</u> 08842828
<u>Product</u> DE BLASIO FOR MAYOR		
<u>Contract Dates</u> 10/23/17 - 10/29/17		<u>Estimate #</u>
<u>Advertiser</u> Bill De Blasio/Democrat/Mayor/NYC		<u>Original Date / Revision</u> 10/20/17 / 10/20/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WPIX-TV	<u>Account Executive</u> Nick Welte	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**AKPD Message and Media, LLC**  
 730 N. Franklin  
 Suite 404  
 Chicago, IL 60610

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	11	10/23/17	10/27/17	M-F 5a-530a	5:00 AM-5:30 AM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTF--				1	\$375.00				
N 2	11	10/23/17	10/27/17	M-F 6a-7a	6:00 AM-6:30 AM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTF--				1	\$700.00				
N 3	11	10/23/17	10/27/17	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTF--				1	\$700.00				
N 4	11	10/23/17	10/27/17	M-F 7a-9a	7:00 AM-7:30 AM		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTF--				2	\$650.00				
N 5	11	10/23/17	10/27/17	M-F 7a-9a	7:30 AM-8:00 AM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTF--				1	\$650.00				
N 6	11	10/23/17	10/27/17	M-F 7a-9a	8:00 AM-8:30 AM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTF--				1	\$700.00				
N 7	11	10/23/17	10/27/17	M-F 7a-9a	8:30 AM-9:00 AM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTF--				1	\$700.00				
N 8	11	10/23/17	10/27/17	M-F 5p-6p	5:00 PM-5:30 PM		:30				NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTF--				4	\$450.00				
N 9	11	10/23/17	10/27/17	M-F 630p-7p EF	630p-7p		: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:		10/23/17	10/29/17	MTWTF--				2	\$500.00				
N 10	11	10/23/17	10/27/17	M-F 7p-730p	7:00 PM-7:30 PM		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTF--				2	\$900.00				
N 11	11	10/23/17	10/29/17	M-Su 10p-11p	10:00 PM-10:30 PM		:30				NM	5	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTFSS				5	\$1,350.00				
N 12	11	10/23/17	10/29/17	M-Su 10p-11p	10:30 PM-11:00 PM		:30				NM	2	\$2,700.00

(\* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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**New York, NY 10017**  
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<u>Advertiser</u>	<u>Original Date / Revision</u>
Bill De Blasio/Democrat/M	10/20/17 / 10/20/17

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTFSS				2	\$1,350.00				
N 13	11	10/23/17	10/27/17	M-F 11p-1130p	11:00 PM-11:30 PM		:30				NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/23/17	10/29/17	MTWTF--				3	\$750.00				
<b>Totals</b>								0.00				26	\$21,425.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/17 - 10/29/17	26	\$21,425.00	(\$3,213.75)	\$18,211.25
<b>Totals</b>	26	\$21,425.00	(\$3,213.75)	\$18,211.25

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

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