

CONTRACT



WNYT - TV
 715 N Pearl Street
 Albany, NY 12204
 (518)436-4791

www.wnyt.com

And:

Canal Partners Media
 1027 33rd St NW, Ste #140
 Washington, DC 20007

| | | |
|--|---|--|
| <u>Contract / Revision</u> 328781 / | | <u>Alt Order #</u> 08987081 |
| <u>Product</u> HEALTHCARE EDU PROJ | | |
| <u>Contract Dates</u> 03/12/18 - 04/01/18 | | <u>Estimate #</u> 5236 |
| <u>Advertiser</u> Health Care Education Project | | <u>Original Date / Revision</u> 03/09/18 / 03/09/18 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WNYT | <u>Account Executive</u> Ryan Eddins | <u>Sales Office</u> HRP - Washing |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| | | <u>Total Ratings</u> 68.20 |
| <u>Agcy Code</u> | <u>Advertiser Code</u> 865 | <u>Product 1/2</u> 1001 |
| <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 1 | WNYT | 03/12/18 | 03/23/18 | M-F AM Live | 6-7a | | :30 | | | | NM | 3 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 03/12/18 | 03/18/18 | MTWTF-- | | | | 2 | \$600.00 | 3.80 | | | |
| | Week: | 03/19/18 | 03/25/18 | MTWTF-- | | | | 1 | \$600.00 | 3.80 | | | |
| N 2 | WNYT | 03/12/18 | 03/30/18 | M-F Today Sho | 7-9a | | :30 | | | | NM | 3 | \$1,500.00 |
| | Week: | 03/12/18 | 03/18/18 | MTWTF-- | | | | 1 | \$500.00 | 3.80 | | | |
| | Week: | 03/19/18 | 03/25/18 | MTWTF-- | | | | 1 | \$500.00 | 3.80 | | | |
| | Week: | 03/26/18 | 04/01/18 | MTWTF-- | | | | 1 | \$500.00 | 3.80 | | | |
| N 3 | WNYT | 03/12/18 | 03/30/18 | M-F 6-6:30p Ne | 6-6:30p | | :30 | | | | NM | 3 | \$1,950.00 |
| | Week: | 03/12/18 | 03/18/18 | MTWTF-- | | | | 1 | \$650.00 | 7.10 | | | |
| | Week: | 03/19/18 | 03/25/18 | MTWTF-- | | | | 1 | \$650.00 | 7.10 | | | |
| | Week: | 03/26/18 | 04/01/18 | MTWTF-- | | | | 1 | \$650.00 | 7.10 | | | |
| N 4 | WNYT | 03/12/18 | 03/18/18 | M-SU 11p New | 11-11:35p | | :30 | | | | NM | 1 | \$600.00 |
| | Week: | 03/12/18 | 03/18/18 | MTWTFSS | | | | 1 | \$600.00 | 3.90 | | | |
| N 5 | WNYT | 03/12/18 | 03/16/18 | M-F 11:35p-12: | 11:35p-12:35a | | :30 | | | | NM | 1 | \$200.00 |
| | Week: | 03/12/18 | 03/18/18 | MTWTF-- | | | | 1 | \$200.00 | 1.90 | | | |
| N 6 | WNYT | 03/17/18 | 03/31/18 | Sat NC13 Wee | 8-9a | | :30 | | | | NM | 3 | \$825.00 |
| | Week: | 03/17/18 | 03/23/18 | -----1- | | | | 1 | \$275.00 | 3.60 | | | |
| | Week: | 03/24/18 | 03/30/18 | -----1- | | | | 1 | \$275.00 | 3.60 | | | |
| | Week: | 03/31/18 | 04/06/18 | -----1- | | | | 1 | \$275.00 | 3.60 | | | |
| N 7 | WNYT | 03/18/18 | 04/01/18 | Su Meet the Pr | 10-11a | | :30 | | | | NM | 3 | \$1,500.00 |
| | Week: | 03/18/18 | 03/24/18 | -----1 | | | | 1 | \$500.00 | 2.50 | | | |
| | Week: | 03/25/18 | 03/31/18 | -----1 | | | | 1 | \$500.00 | 2.50 | | | |
| | Week: | 04/01/18 | 04/07/18 | -----1 | | | | 1 | \$500.00 | 2.50 | | | |
| Totals | | | | | | | | 68.20 | | | | 17 | \$8,375.00 |

(* 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.

Station does not discriminate on the basis of race or ethnicity in any of our advertising practices.



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| 328781 / | 08987081 |

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|-----------------------|-------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 03/12/18 - 04/01/18 | HEALTHCARE EDU PR | 5236 |

| | |
|---------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Health Care Education Prc | 03/09/18 / 03/09/18 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|-------------------|---------------------|-------------------|
| 02/26/18 - 03/25/18 | 13 | \$6,450.00 | (\$967.50) | \$5,482.50 |
| 03/26/18 - 04/01/18 | 4 | \$1,925.00 | (\$288.75) | \$1,636.25 |
| Totals | 17 | \$8,375.00 | (\$1,256.25) | \$7,118.75 |

Signature: _____ **Date:** _____

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