

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
		<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--				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
		<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--				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
		<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	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
		<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--				1	\$200.00	1.90			
N 6	WNYT	03/17/18	03/31/18	Sat NC13 Wee	8-9a		:30				NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	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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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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