CONTRACT

NBC BAY AREA
KNTV
2450 N. 1st St
San Jose, CA 95131
(408) 432-6221

www.nbcbayarea.com

And:

ASSEMBLY
711 THIRD AVE
THIRD FLOOR
NEW YORK, NY 10017
USA

Contract / Revision	Alt Order #
1030476 /	WOC12364129

Advertiser	Original Date / Revision
MIKE BLOOMBERG 2020 INC	01/16/20 / 01/16/20

Contract Dates	Estimate #
12/30/19 - 01/24/20	**0117**

Product
MIKE BLOOMBERG 2020 INC

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
KNTV	Will Hildebrandt	Political Nationa

Special Handling

Demographic
HH

Agy Code	Advertiser Code	Product 1/2
9915458	MBLM	MBLM

Agency Ref	Advertiser Ref
33921	47822

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KNTV	01/20/20	01/24/20	EARLY TODAY	4-430A		:30			NM	5	$125.00
must have an immediately preemptible (IP)												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/20/20	01/26/20	MTWT---	5	$25.00							
N 2	KNTV	01/20/20	01/24/20	TODAY IN THE BAY	4A-5A		:30			NM	5	$125.00
must have an immediately preemptible (IP)												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/20/20	01/26/20	MTWT---	5	$25.00							
N 3	KNTV	01/20/20	01/24/20	BAY AREA NEWS	5A-6A		:30			NM	5	$425.00
must have an immediately preemptible (IP)												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/20/20	01/26/20	MTWTF--	5	$85.00							
N 4	KNTV	01/20/20	01/24/20	BAY AREA NEWS	6A-7A		:30			NM	5	$1,500.00
must have an immediately preemptible (IP)												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/20/20	01/26/20	MTWTF--	5	$300.00							
N 5	KNTV	01/20/20	01/24/20	TODAY SHOW	7A-9A		:30			NM	6	$1,890.00
must have an immediately preemptible (IP)												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/20/20	01/26/20	MTWTF--	6	$315.00							
N 6	KNTV	01/20/20	01/24/20	TODAY SHOW II	9A-10A		:30			NM	5	$1,125.00
must have an immediately preemptible (IP)												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/20/20	01/26/20	MTWTF--	5	$225.00							

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

FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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Advertiser	Original Date / Revision
MIKE BLOOMBERG 2020 INC	01/16/20 / 01/16/20

Contract Dates	Product	Estimate #
12/30/19 - 01/24/20	MIKE BLOOMBERG 202	0117

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 7	KNTV	01/20/20	01/24/20	TODAY W KATHIE LEE & H	10A-11A		:30			NM	5	$500.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 5	Rate $100.00							
N 8	KNTV	01/20/20	01/24/20	NBC BAY AREA NEWS AT 1	11A-12P		:30			NM	3	$300.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 3	Rate $100.00							
N 9	KNTV	01/20/20	01/24/20	CALIFORNIA LIVE	1130A-12P		:30			NM	5	$1,250.00
candidate discount fixed rate (CDR) designation												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 5	Rate $250.00							
N 10	KNTV	01/20/20	01/24/20	ACCESS DAILY	12P-1P, 1P-2P		:30			NM	5	$1,250.00
candidate discount fixed rate (CDR) designation												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 5	Rate $250.00							
N 11	KNTV	01/20/20	01/24/20	DAYS OF OUR LIVES	1P-2P		:30			NM	5	$1,500.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 5	Rate $300.00							
N 12	KNTV	01/20/20	01/24/20	RACHAEL RAY	2P-3P		:30			NM	5	$1,250.00
candidate discount fixed rate (CDR) designation												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 5	Rate $250.00							
N 13	KNTV	01/20/20	01/24/20	KELLY CLARKSON SHOW	3P-4P		:30			NM	5	$850.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 5	Rate $170.00							
N 14	KNTV	01/20/20	01/24/20	ELLEN DEGENERES SHOW	4P-5P		:30			NM	5	$2,000.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 5	Rate $400.00							
N 15	KNTV	01/20/20	01/24/20	BAY AREA NEWS	5P-530P		:30			NM	3	$1,200.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 3	Rate $400.00							
N 16	KNTV	01/20/20	01/24/20	NBC NIGHTLY NEWS	530P-6P		:30			NM	3	$10,500.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 3	Rate $3,500.00							

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Advertiser	Original Date / Revision
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Contract Dates	Product	Estimate #
12/30/19 - 01/24/20	MIKE BLOOMBERG 202	0117

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 17	KNTV	01/20/20	01/24/20	BAY AREA NEWS	6P-7P		:30			NM	3	$1,200.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 3	Rate $400.00							
N 18	KNTV	01/20/20	01/24/20	ACCESS HOLLYWOOD	7P-730P		:30			NM	5	$1,750.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 5	Rate $350.00							
N 19	KNTV	01/20/20	01/24/20	ALL ACCESS	730P-8P		:30			NM	5	$1,700.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 5	Rate $340.00							
N 20	KNTV	01/20/20	01/24/20	M-SU BAY AREA LATE NEW	11P-1135P		:30			NM	3	$2,040.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWTF--	Spots/Week 3	Rate $680.00							
N 21	KNTV	01/20/20	01/23/20	THE TONIGHT SHOW	1135P-1237A		:30			NM	4	$1,360.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWT---	Spots/Week 4	Rate $340.00							
N 22	KNTV	01/20/20	01/23/20	LATE NIGHT	1237A-137A		:30			NM	4	$800.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays MTWT---	Spots/Week 4	Rate $200.00							
N 23	KNTV	01/20/20	01/20/20	AMERICA'S GOT TALENT	8P-10P		:30			NM	1	$7,000.00
candidate discount fixed rate (CDR) designation												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays M------	Spots/Week 1	Rate $7,000.00							
N 24	KNTV	01/20/20	01/20/20	MANIFEST	10P-11P		:30			NM	1	$2,700.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays M------	Spots/Week 1	Rate $2,700.00							
N 25	KNTV	01/20/20	01/21/20	ELLEN'S GAME OF GAMES	8P-9P		:30			NM	1	$5,000.00
candidate discount fixed rate (CDR) designation												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays -T-----	Spots/Week 1	Rate $5,000.00							
N 26	KNTV	01/20/20	01/21/20	THIS IS US	9P-10P		:30			NM	1	$7,000.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays -T-----	Spots/Week 1	Rate $7,000.00							

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Advertiser	Original Date / Revision
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Contract Dates	Product	Estimate #
12/30/19 - 01/24/20	MIKE BLOOMBERG 202	0117

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 27	KNTV	01/20/20	01/21/20	NEW AMSTERDAM	10P-11P		:30			NM	1	$3,000.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays -T-----	Spots/Week 1	Rate $3,000.00							
N 28	KNTV	01/20/20	01/22/20	CHICAGO MED	8P-9P		:30			NM	1	$4,500.00
candidate discount fixed rate (CDR) designation												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays --W----	Spots/Week 1	Rate $4,500.00							
N 29	KNTV	01/20/20	01/22/20	CHICAGO FIRE	9P-10P		:30			NM	1	$5,000.00
candidate discount fixed rate (CDR) designation												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays --W----	Spots/Week 1	Rate $5,000.00							
N 30	KNTV	01/20/20	01/22/20	CHICAGO P.D.	10P-11P		:30			NM	1	$2,500.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays --W----	Spots/Week 1	Rate $2,500.00							
N 31	KNTV	01/20/20	01/23/20	SUPERSTORE/THE GOOD I	8P-9P		:30			NM	1	$5,000.00
candidate discount fixed rate (CDR) designation												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays ---T---	Spots/Week 1	Rate $5,000.00							
N 32	KNTV	01/20/20	01/23/20	WILL & GRACE/PERFECT H	9P-10P		:30			NM	1	$2,500.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays ---T---	Spots/Week 1	Rate $2,500.00							
N 33	KNTV	01/20/20	01/24/20	US FIGURE SKATING CHAM	8P-11P		:15/:15			BK	1	$800.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/20/20	End Date 01/26/20	Weekdays ----F--	Spots/Week 1	Rate $800.00							
N 34	KNTV	01/13/20	01/19/20	5P BAY AREA NEWS WKNE	5P-530P		:30			NM	2	$550.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays -----SS	Spots/Week 2	Rate $275.00							
N 35	KNTV	01/13/20	01/19/20	6P BAY AREA NEWS WKNE	6P-630P		:30			NM	2	$550.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays -----SS	Spots/Week 2	Rate $275.00							
N 36	KNTV	01/13/20	01/19/20	M-SU BAY AREA LATE NEW	11P-1135P		:30			NM	2	$1,360.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays -----SS	Spots/Week 2	Rate $680.00							

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powered by WideOrbit

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Contract Dates	Product	Estimate #
12/30/19 - 01/24/20	MIKE BLOOMBERG 202	0117

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 37	KNTV	01/13/20	01/18/20	SAT TODAY SHOW	5A-7A		:30			NM	1	$100.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays -----S-	Spots/Week 1	Rate $100.00							
N 38	KNTV	01/13/20	01/18/20	SA NBC BAY AREA NEWS	7:00 AM-8:00 AM		:30			NM	1	$100.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays -----S-	Spots/Week 1	Rate $100.00							
N 39	KNTV	01/13/20	01/18/20	SATURDAY 630-7PM	630P-7P		:30			NM	1	$275.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays -----S-	Spots/Week 1	Rate $275.00							
N 40	KNTV	01/13/20	01/18/20	ACCESS HOLLYWOOD WEI	7-8P		:30			NM	1	$250.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays -----S-	Spots/Week 1	Rate $250.00							
N 41	KNTV	01/13/20	01/18/20	OPEN HOUSE	130A-2A		:30			NM	1	$50.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays -----S-	Spots/Week 1	Rate $50.00							
N 42	KNTV	01/13/20	01/19/20	SUNDAY TODAY SHOW	6:00 AM-7:00 AM		:30			NM	1	$100.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $100.00							
N 43	KNTV	01/13/20	01/19/20	SU BAY AREA NEWS	6A-10A		:30			NM	1	$100.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $100.00							
N 44	KNTV	01/13/20	01/19/20	MEET THE PRESS	8A-9A, 6A-7A, 11/		:30			NM	1	$700.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $700.00							
N 45	KNTV	01/13/20	01/19/20	NHL REGULAR SEASON	9A-8P		:15/:15			BK	1	$300.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $300.00							
N 46	KNTV	01/13/20	01/19/20	NHL REGULAR SEASON	9A-8P		:15/:15			BK	1	$300.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $300.00							

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

FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

NBC BAY AREA
KNTV
2450 N. 1st St
San Jose, CA 95131
(408) 432-6221
www.nbcbayarea.com

Contract / Revision	Alt Order #
1030476 /	WOC12364129

Advertiser	Original Date / Revision
MIKE BLOOMBERG 2020 INC	01/16/20 / 01/16/20

Contract Dates	Product	Estimate #
12/30/19 - 01/24/20	MIKE BLOOMBERG 202	0117

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 47	KNTV	01/13/20	01/19/20	NBC BAY AREA NEWS	4:30 PM-5:00 PM		:30			NM	1	$275.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $275.00							
N 48	KNTV	01/13/20	01/19/20	AMERICA'S GOT TALENT	7P-9P		:30			NM	1	$1,000.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $1,000.00							
N 49	KNTV	01/13/20	01/19/20	ELLEN'S GAME OF GAMES	9P-10P		:30			NM	1	$1,400.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $1,400.00							
N 50	KNTV	01/13/20	01/19/20	ELLEN'S GAME OF GAMES	10P-11P		:30			NM	1	$3,000.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $3,000.00							
N 51	KNTV	01/13/20	01/19/20	SU 1130P-12A LATE NEWS	1130P-12A		:30			NM	1	$295.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $295.00							
N 52	KNTV	01/13/20	01/19/20	IN DEPTH W BENSINGER	12A-1230A, 1A-13(		:30			NM	1	$75.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $75.00							
N 53	KNTV	01/13/20	01/19/20	ACCESS HOLLYWOOD	1A-2A		:30			NM	1	$100.00
must have an immediately preemptible (IP)												
Week:	Start Date 01/13/20	End Date 01/19/20	Weekdays ------S	Spots/Week 1	Rate $100.00							
						Totals					133	$90,520.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
12/30/19 -01/24/20	133	$90,520.00	($13,578.00)	$76,942.00
Totals	133	$90,520.00	($13,578.00)	$76,942.00

Signature: _____ **Date:** _____

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

FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

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FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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