

CONTRACT



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

And:

Campaign Group, The
1600 Locust Street
Philadelphia, PA 19103

| | | |
|---|--|--|
| <u>Contract / Revision</u> 11507 / 1 | | <u>Alt Order #</u> WOC10067389 |
| <u>Product</u> BILL THOMPSON FOR NYC MAYOR | | |
| <u>Contract Dates</u> 09/09/13 - 09/09/13 | | <u>Estimate #</u> |
| <u>Advertiser</u> Bill Thompson for Mayor | | <u>Original Date / Revision</u> 08/29/13 / 09/03/13 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WABC | <u>Account Executive</u> Dee Parker | <u>Sales Office</u> Philadelphia 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 | 09/09/13 | 09/09/13 | M-F EWN This Morning | 6:15 AM-7:00 AM | | :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: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$1,400.00 | | | |
| 2 | WABC | 09/09/13 | 09/09/13 | M-F GMA | 7:00 AM-9:00 AM | | :30 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$2,500.00 | | | |
| 3 | WABC | 09/09/13 | 09/09/13 | M-F 7p-8p | 7:00 PM-8:00 PM | | :30 | | | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$3,500.00 | | | |
| 4 | WABC | 09/09/13 | 09/09/13 | M-F 9a-11a | 9:00 AM-11:00 AM | | :30 | | | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$850.00 | | | |
| 5 | WABC | 09/09/13 | 09/09/13 | M-F EWN at Noon | 12:15 PM-12:30 PM | | :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: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$1,000.00 | | | |
| 6 | WABC | 09/09/13 | 09/09/13 | M-F EWN at 4p | 4:15 PM-5:00 PM | | :30 | | | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$800.00 | | | |
| 7 | WABC | 09/09/13 | 09/09/13 | M-F EWN at 5p | 5:15 PM-6:00 PM | | :30 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$2,000.00 | | | |
| 8 | WABC | 09/09/13 | 09/09/13 | M-Su EWN at 6p | 6:15 PM-6:30 PM | | :30 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$1,800.00 | | | |
| 9 | WABC | 09/09/13 | 09/09/13 | M-Sun EWN at 11p | 11:15 PM-11:35 PM | | :30 | | | NM | 1 | \$3,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$3,800.00 | | | |
| 10 | WABC | 09/09/13 | 09/09/13 | M-F 12p-3p | 12:15 PM-3:00 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: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$1,100.00 | | | |
| 11 | WABC | 09/09/13 | 09/09/13 | M-F 3p-4p | 3:00 PM-4:00 PM | | :30 | | | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$650.00 | | | |
| 12 | WABC | 09/09/13 | 09/09/13 | Jimmy Kimmel Live | 11:35 PM-12:35 AM | | :30 | | | NM | 1 | \$1,800.00 |

(* 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.



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

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|---------------------|-------------|
| Contract / Revision | Alt Order # |
| 11507 / 1 | WOC10067389 |

| | | |
|---------------------|-------------------|------------|
| Contract Dates | Product | Estimate # |
| 09/09/13 - 09/09/13 | BILL THOMPSON FOR | |

| | |
|-------------------------|--------------------------|
| Advertiser | Original Date / Revision |
| Bill Thompson for Mayor | 08/29/13 / 09/03/13 |

| *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: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$1,800.00 | | | |
| 13 | WABC | 09/09/13 | 09/09/13 | Nightline | 12:30 XM-1:00 XM | | :30 | | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$900.00 | | | |
| 14 | WABC | 09/09/13 | 09/09/13 | M-F 108a-2a | 1:06 XM-2:06 XM | | :30 | | | NM | 2 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 2 | \$125.00 | | | |
| 15 | WABC | 09/09/13 | 09/09/13 | M-F EWN LN Repeat | 2:06 XM-2:36 XM | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$100.00 | | | |
| 16 | WABC | 09/09/13 | 09/09/13 | Mon Prime | 8:00 PM-10:00 PM | | :30 | | | NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/09/13 | 09/15/13 | M----- | | | | 1 | \$12,000.00 | | | |
| 17 | WABC | 09/09/13 | 09/09/13 | Mon Prime | 10p-11p | M----- | :30 | 1 | \$14,000.00 | NM | 1 | \$14,000.00 |
| Totals | | | | | | | | | | | 18 | \$48,450.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------------|---------------------|--------------------|
| 08/26/13 - 09/09/13 | 18 | \$48,450.00 | (\$7,267.50) | \$41,182.50 |
| Totals | 18 | \$48,450.00 | (\$7,267.50) | \$41,182.50 |

Signature: _____ **Date:** _____

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