

CONTRACT



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

<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>	

And:

Campaign Group, The
 1600 Locust Street
 Philadelphia, PA 19103

*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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<u>Contract Dates</u> 09/09/13 - 09/09/13	<u>Product</u> BILL THOMPSON FOR	<u>Estimate #</u>
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<u>Advertiser</u> Bill Thompson for Mayor	<u>Original Date / Revision</u> 08/29/13 / 09/03/13
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*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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