



WKTV
5936 Smith Hill Road
Utica, NY 13502

CROSSROADS MEDIA
66 CANAL CTR PLAZA
SUITE 555
ALEXANDRIA, VA 22314

Contract # 26240

Schedule Dates 09/23/14-09/29/14
Advertiser POLITICAL - GIBSON (2810)
Agency CROSSROADS MEDIA (1033)
Product Political - Candidate (1059)
Brand Gibson/C/R/Est1801 (11344)
Salesperson Katz Washington D.C., (1019)
Sales Office Katz Continental - Washington D.C.
Buyer Name Ramsey, Noelle
Phone/Fax /
CPE 107/223/1801
Account Types National/Political Agency
Billing Type Standard
Comments GIBSON/C/R

Date Entered 09/22/14
Last Modified 09/26/14
Entered By Megan Gabor
CO-OP No
Headline # ECR09361210
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$708.75
Net Total \$4,016.25
Sales Tax

NBC-Utica (WKTV)	
By Broadcast Month	Spots
Sep. 2014	19
Oct. 2014	4
Grand Total:	23
	\$4,725.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/23/14-09/23/14	1	:30	7A- NBC TODAY SHOW	1		X						1	\$140.00	\$140.00	NBC-Utica (WKTV)	TODAY SHOW	9/22/14
2.0	Normal Line / SPOT	09/24/14-09/24/14	1	1:00	7A- NBC TODAY SHOW	1			X					1	\$280.00	\$280.00	NBC-Utica (WKTV)		9/22/14
3.0	Normal Line / SPOT	09/26/14-09/26/14	1	1:00	7A- NBC TODAY SHOW	1				X				1	\$280.00	\$280.00	NBC-Utica (WKTV)		9/22/14
4.0	Normal Line / SPOT	09/23/14-09/23/14	1	:30	9A- NBC TODAY SHOW 2	1		X						1	\$70.00	\$70.00	NBC-Utica (WKTV)		9/22/14
5.0	Normal Line / SPOT	09/25/14-09/25/14	1	1:00	9A- NBC TODAY SHOW 2	1			X					1	\$140.00	\$140.00	NBC-Utica (WKTV)		9/22/14
6.0	Normal Line / SPOT	09/29/14-09/29/14	1	1:00	9A- NBC TODAY SHOW 2	1	X							1	\$140.00	\$140.00	NBC-Utica (WKTV)		9/22/14
7.0	Normal Line / SPOT	09/28/14-09/28/14	1	:30	10A- NBC MEET THE PRESS	1						X		1	\$200.00	\$200.00	NBC-Utica (WKTV)		9/22/14
8.0	Normal Line / SPOT	09/24/14-09/24/14	1	:30	5:56P- NEWSCHANNEL 2 SIX	1			X					1	\$330.00	\$330.00	NBC-Utica (WKTV)	NEWSCHANNEL 2 AT 6	9/22/14
9.0	Normal Line / SPOT	09/25/14-09/25/14	1	:30	5:56P- NEWSCHANNEL 2 SIX	1			X					1	\$330.00	\$330.00	NBC-Utica (WKTV)		9/22/14
10.0	Normal Line / SPOT	09/26/14-09/26/14	1	:30	5:56P- NEWSCHANNEL 2 SIX	1				X				1	\$330.00	\$330.00	NBC-Utica (WKTV)	NEWSCHANNEL 2 AT 6	9/22/14
11.0	Normal Line / SPOT	09/29/14-09/29/14	1	:30	5:56P- NEWSCHANNEL 2 SIX	1	X							1	\$330.00	\$330.00	NBC-Utica (WKTV)	NEWSCHANNEL 2 AT 6	9/22/14

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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NBC-Utica (WKTV)
By Broadcast Month
Sep. 2014 19 \$3,880.00
Oct. 2014 4 \$845.00
Grand Total: 23 \$4,725.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	09/23/14-09/23/14	1	:30	7P- WHEEL OF FORTUNE	1		X						1	\$200.00	\$200.00	NBC-Utica (WKTV)		9/22/14
13.0	Normal Line / SPOT	09/25/14-09/25/14	1	:30	7P- WHEEL OF FORTUNE	1			X					1	\$200.00	\$200.00	NBC-Utica (WKTV)		9/22/14
14.0	Normal Line / SPOT	09/29/14-09/29/14	1	:30	7P- WHEEL OF FORTUNE	1	X							1	\$200.00	\$200.00	NBC-Utica (WKTV)		9/22/14
15.0	Normal Line / SPOT	09/24/14-09/24/14	1	:30	7:30P- JEOPARDY	1		X						1	\$200.00	\$200.00	NBC-Utica (WKTV)		9/22/14
16.0	Normal Line / SPOT	09/26/14-09/26/14	1	:30	7:30P- JEOPARDY	1				X				1	\$200.00	\$200.00	NBC-Utica (WKTV)		9/22/14
17.0	Normal Line / SPOT	09/23/14-09/23/14	1	:30	11P- NEWSCHANNEL 2 11	1		X						1	\$175.00	\$175.00	NBC-Utica (WKTV)		9/22/14
18.0	Normal Line / SPOT	09/24/14-09/24/14	1	:30	11P- NEWSCHANNEL 2 11	1			X					1	\$175.00	\$175.00	NBC-Utica (WKTV)		9/22/14
19.0	Normal Line / SPOT	09/25/14-09/25/14	1	:30	11P- NEWSCHANNEL 2 11	1				X				1	\$175.00	\$175.00	NBC-Utica (WKTV)	NEWSCHANNEL 2 AT 11	9/22/14
20.0	Normal Line / SPOT	09/26/14-09/26/14	1	:30	11P- 11:35P (EST)	1				X				1	\$175.00	\$175.00	NBC-Utica (WKTV)		9/22/14
21.0	Normal Line / SPOT	09/29/14-09/29/14	1	:30	11P- NEWSCHANNEL 2 11	1	X							1	\$175.00	\$175.00	NBC-Utica (WKTV)		9/22/14
22.0	Normal Line / SPOT	09/27/14-09/27/14	1	:30	11P- NEWSCHANNEL 2 SATURDAY 11	1						X		1	\$140.00	\$140.00	NBC-Utica (WKTV)		9/22/14
23.0	Normal Line / SPOT	09/28/14-09/28/14	1	:30	11:30P- NEWSCHANNEL 2 SUN 11P	1						X		1	\$140.00	\$140.00	NBC-Utica (WKTV)		9/22/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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\$845.00
\$4,725.00

CROSSROADS MEDIA
66 CANAL CTR PLAZA
SUITE 555
ALEXANDRIA, VA 22314

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
24.0	M/G For 7.0.1 / SPOT	09/27/14-09/27/14	1	:30	6P- NEWSCHANNEL 2 SATURDAY 6	1						X		1	\$200.00	\$200.00	NBC-Utica (WKTV)		9/26/14
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:										Date:									
Accepted-Station:										Date:									
										Comments:									

ORDER WORKSHEET

Rep Order# 9361210 Ver# 9 Status Revised

Traffic Order# 26240

Last Received:
Showing Buylines:

Printed: 09/26/14 8:46 AM
09/25/14 6:20 PM
All Lines

1 of 3

Station WKTV-TV UTICA, NY
Advertiser (GIBCO) GIBSON, CHRIS
Product GIBSON/C/R
Estimate# 1801
Buyer Noelle Ramsey

Agency (CRSS) CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 107/223/1801
Flight Dates 09/23/14-09/29/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (BT2) BILL THOMAS
Sales Assistant JACOB
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER SEE LN 29 FOR MG FROM LN 28 NCIT PLS CFM T/R JACOB

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu	7A-9A	TODAY SHOW	30	9.9	9.9	\$140.00	09/23-09/23	1	1	\$140.00
2	W	7A-9A	TODAY SHOW	60	9.9	9.9	\$280.00	09/24-09/24	1	1	\$280.00
3	Th	7A-9A	TODAY SHOW	30	9.9	N/A	\$140.00	09/25-09/25	0	0	\$0.00
4	F	7A-9A	TODAY SHOW	60	9.9	9.9	\$280.00	09/26-09/26	1	1	\$280.00
5	M	7A-9A	TODAY SHOW	30	9.9	N/A	\$140.00	09/29-09/29	0	0	\$0.00
6	Tu	9A-10A	TODAY SHOW 2	30	5.6	5.6	\$70.00	09/23-09/23	1	1	\$70.00
7	W	9A-10A	TODAY SHOW 2	30	5.6	N/A	\$70.00	09/24-09/24	0	0	\$0.00
8	Th	9A-10A	TODAY SHOW 2	60	5.6	5.6	\$140.00	09/25-09/25	1	1	\$140.00
9	F	9A-10A	TODAY SHOW 2	30	5.6	N/A	\$70.00	09/26-09/26	0	0	\$0.00
10	M	9A-10A	TODAY SHOW 2	60	5.6	5.6	\$140.00	09/29-09/29	1	1	\$140.00

ORDER WORKSHEET

Rep Order# 9361210 Ver# 9 Status Revised

Traffic Order# 26240

Last Received: 09/25/14 6:20 PM

Printed: 09/26/14 8:46 AM
09/25/14 6:20 PM
All Lines

Station WKTV-TV UTICA, NY
Advertiser (GIBCO) GIBSON, CHRIS
Product GIBSON/C/R
Estimate# 1801
Buyer Noelle Ramsey

Agency (CRSS) CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 107/223/1801
Flight Dates 09/23/14-09/29/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (BT2) BILL THOMAS
Sales Assistant JACOB
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
11*	Su	10A-11A	MEET THE PRESS	30	1.0	N/A	\$200.00	09/28-09/28	0	0	\$0.00
V6 Comment Changed											
12	W	6P-630P	NEWSCHANNEL 2 AT 6	30	21.6	21.6	\$330.00	09/24-09/24	1	1	\$330.00
13	Th	6P-630P	NEWSCHANNEL 2 AT 6	30	21.6	21.6	\$330.00	09/25-09/25	1	1	\$330.00
14	F	6P-630P	NEWSCHANNEL 2 AT 6	30	21.6	21.6	\$330.00	09/26-09/26	1	1	\$330.00
15	M	6P-630P	NEWSCHANNEL 2 AT 6	30	21.6	21.6	\$330.00	09/29-09/29	1	1	\$330.00
16	Tu	7P-730P	WHEEL OF FORTUNE	30	12.6	12.6	\$200.00	09/23-09/23	1	1	\$200.00
17	Th	7P-730P	WHEEL OF FORTUNE	30	12.6	12.6	\$200.00	09/25-09/25	1	1	\$200.00
18	M	7P-730P	WHEEL OF FORTUNE	30	12.6	12.6	\$200.00	09/29-09/29	1	1	\$200.00
19	W	730P-8P	JEOPARDY	30	12.9	12.9	\$200.00	09/24-09/24	1	1	\$200.00
20	F	730P-8P	JEOPARDY	30	12.9	12.9	\$200.00	09/26-09/26	1	1	\$200.00
21	Tu	11P-1135P	NEWSCHANNEL 2 AT 11	30	7.0	7.0	\$175.00	09/23-09/23	1	1	\$175.00
22	W	11P-1135P	NEWSCHANNEL 2 AT 11	30	7.0	7.0	\$175.00	09/24-09/24	1	1	\$175.00
23	Th	11P-1135P	NEWSCHANNEL 2 AT 11	30	7.0	7.0	\$175.00	09/25-09/25	1	1	\$175.00
24	F	11P-1135P	NEWSCHANNEL 2 AT 11	30	7.0	7.0	\$175.00	09/26-09/26	1	1	\$175.00
25	M	11P-1135P	NEWSCHANNEL 2 AT 11	30	7.0	7.0	\$175.00	09/29-09/29	1	1	\$175.00
26	Sa	11P-1135P	NEWSCHANNEL 2 AT 11	30	5.6	5.6	\$140.00	09/27-09/27	1	1	\$140.00

ORDER WORKSHEET

Rep Order# 9361210 Ver# 9 Status Revised Traffic Order# 26240 Last Received: 09/26/14 8:46 AM 3 of 3
 EC'd Yes Showing Buylines: All Lines

Station WKTV-TV UTICA, NY
 Advertiser (GIBCO) GIBSON, CHRIS
 Product GIBSON/C/R
 Estimate# 1801
 Buyer Noelle Ramsey
 Agency (CRSS) CROSSROADS MEDIA LLC
 66 CANAL CENTER PLAZA, SUITE 555
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 Flight Dates 09/23/14-09/29/14
 Rep Firm KATZ CONTINENTAL
 Sales Office (DC) WASHINGTON
 Salesperson (BT2) BILL THOMAS
 Sales Assistant JACOB
 Salesperson Phone# 202-872-5880
 Salesperson Fax# 202-872-0263

Ln	Day	Time	Program	Len	RTG/IMP	GRPS/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
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27	Su	1130P-1205A	NEWSCHANNEL 2 AT 11	30	3.6	3.6	\$140.00	09/28-09/28	1	1	\$140.00
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28*	F	5P-6P	LIVE AT 5P	30	-	-	\$200.00	09/26-09/26	0	0	\$0.00
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Sales remark: V9 1X PREEMPTED
 V9 Comment Changed, Spots/week Changed

29*	Sa	6P-630P	6P NEWS	30	-	-	\$200.00	09/27-09/27	1	1	\$200.00
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Sales remark: V9 MG LN FROM LN 28
 V9 Added

REPORT TOTALS

Report Totals: 23 / \$4,725.00

SALES MONTHLY TOTALS

Sep2014: 19/ \$3,880.00 Oct2014: 4/ \$845.00

Order Totals: 23 / \$4,725.00 Total GRPS: 240.7

COMPETITIVE

Market Totals	\$7,269.23	CABL .00%	EKTV 1.00%	UNKN .00%	WPXV 17.99%	WKTV 65.00%
		WPNT 1.00%	WUPN .00%	WUTR 15.00%		

Books [null]
 Demos RA35+P

CREDIT RISK

STANDARD CREDIT TERMS