



WKTV
5936 Smith Hill Road
Utica, NY 13502

AKPD MESSAGE & MEDIA
730 N FRANKLIN, SUITE 404
CHICAGO, IL 60610

Contract # 25454

Schedule Dates 06/26/14-07/01/14
Advertiser POL - ANDREW CUOMO (3163)
Agency AKPD MESSAGE & MEDIA (1687)
Product Political - Candidate (1059)
Brand Cuomo/Gov/D (11198)
Salesperson Katz Chicago, (1010)
Sales Office Katz Continental - Chicago
Buyer Name DALIA, CARMEN
Phone/Fax (202) 872-5880 / (202) 872-0263
CPE N/A
Account Types National/Political Agency
Billing Type Standard
Comments CUOMO/GOV/D

Date Entered 06/25/14
Last Modified 06/25/14
Entered By Megan Gabor
CO-OP No
Headline # ECR09357436
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$464.25
Net Total \$2,630.75
Sales Tax

NBC-Utica (WKTV)

By Broadcast Month	Spots	Rate
Jun. 2014	14	\$2,115.00
Jul. 2014	6	\$980.00
Grand Total:	20	\$3,095.00

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
1.0	Normal Line / SPOT	06/26/14-06/27/14	1	:30	12P- NEWSCHANNEL 2 NOON	1				X	X			1	\$95.00	\$95.00	NBC-Utica (WKTV)		6/25/14
2.0	Normal Line / SPOT	06/30/14-07/01/14	1	:30	12P- NEWSCHANNEL 2 NOON	1	X	X						1	\$95.00	\$95.00	NBC-Utica (WKTV)		6/25/14
3.0	Normal Line / SPOT	06/26/14-06/27/14	1	:30	7:30P- JEOPARDY	1				X	X			1	\$200.00	\$200.00	NBC-Utica (WKTV)		6/25/14
4.0	Normal Line / SPOT	06/26/14-06/27/14	1	:30	7P- WHEEL OF FORTUNE	1				X	X			1	\$200.00	\$200.00	NBC-Utica (WKTV)		6/25/14
5.0	Normal Line / SPOT	06/26/14-06/27/14	1	:30	3P- JUDGE JUDY	2				X	X			2	\$55.00	\$110.00	NBC-Utica (WKTV)		6/25/14
6.0	Normal Line / SPOT	06/30/14-07/01/14	1	:30	3:30P- JUDGE JUDY	2	X	X						2	\$55.00	\$110.00	NBC-Utica (WKTV)		6/25/14
7.0	Normal Line / SPOT	06/26/14-06/27/14	1	:30	7A- NBC TODAY SHOW	1				X	X			1	\$175.00	\$175.00	NBC-Utica (WKTV)		6/25/14
8.0	Normal Line / SPOT	06/30/14-07/01/14	1	:30	7A- NBC TODAY SHOW	1	X	X						1	\$175.00	\$175.00	NBC-Utica (WKTV)		6/25/14
9.0	Normal Line / SPOT	06/29/14-06/29/14	1	:30	11:01P- NEWSCHANNEL 2 SUN 11P	1							X	1	\$170.00	\$170.00	NBC-Utica (WKTV)		6/25/14
10.0	Normal Line / SPOT	06/26/14-06/27/14	1	:30	11P- NEWSCHANNEL 2 11	2				X	X			2	\$200.00	\$400.00	NBC-Utica (WKTV)		6/25/14
11.0	Normal Line / SPOT	06/30/14-07/01/14	1	:30	11P- NEWSCHANNEL 2 11	1	X	X						1	\$200.00	\$200.00	NBC-Utica (WKTV)		6/25/14
12.0	Normal Line / SPOT	06/28/14-06/28/14	1	:30	11P- NEWSCHANNEL 2 SATURDAY 11	1						X		1	\$170.00	\$170.00	NBC-Utica (WKTV)		6/25/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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13.0	Normal Line / SPOT	06/29/14-06/29/14	1	:30	6P- NEWSCHANNEL 2 SUNDAY	1							X	1	\$175.00	\$175.00	NBC-Utica (WKTV)		6/25/14
14.0	Normal Line / SPOT	06/26/14-06/27/14	1	:30	11:34P- NBC TONIGHT SHOW STARRING JIMMY FALLON	1				X	X			1	\$80.00	\$80.00	NBC-Utica (WKTV)		6/25/14
15.0	Normal Line / SPOT	06/30/14-07/01/14	1	:30	5:56P- NEWSCHANNEL 2 SIX	1	X	X						1	\$400.00	\$400.00	NBC-Utica (WKTV)		6/25/14
16.0	Normal Line / SPOT	06/26/14-06/27/14	1	:30	6A- NEWSCHANNEL 2 SUNRISE	1				X	X			1	\$175.00	\$175.00	NBC-Utica (WKTV)		6/25/14
17.0	Normal Line / SPOT	06/28/14-06/28/14	1	:30	6P- NEWSCHANNEL 2 SATURDAY 6	1						X		1	\$165.00	\$165.00	NBC-Utica (WKTV)		6/25/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

ORDER WORKSHEET

Rep Order# 9357436 Ver# 1 Status New
EC'd Yes

Traffic Order#

25454

Printed:
Last Received:
Showing Buylines:

06/25/14 11:33 AM
06/24/14 6:17 PM
All Lines

1 of 3

Station WKTU-TV UTICA, NY
Advertiser (CUOA) CUOMO, ANDREW
Product CUOMO/GOV/D
Estimate#
Buyer CARMEN DALIA

Agency (AKPD) AKPD MESSAGE & MEDIA
730 N. FRANKLIN
CHICAGO, IL 60654
Agency C/P1/P2/E
Flight Dates 06/25/14-07/01/14

Rep Firm KATZ CONTINENTAL
Sales Office (CH) CHICAGO
Salesperson (SAB) SAM BROWNE - SILV
Sales Assistant DAWN
Salesperson Phone# 312 755-3844
Salesperson Fax# 312 755-0870

— 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 —

NEW CUOMO ORDER TO START 6/25 THANKS DAWN FOR SAM PLS CFM

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Th-F	12P-1P	NOON NEWS	30	-	-	\$95.00	06/26-06/27	1	1	\$95.00
2	M-Tu	12P-1P	NOON NEWS	30	-	-	\$95.00	06/30-07/01	1	1	\$95.00
3	Th-F	730P-8P	JEOPARDY	30	-	-	\$200.00	06/26-06/27	1	1	\$200.00
4	Th-F	7P-730P	WHEEL	30	-	-	\$200.00	06/26-06/27	1	1	\$200.00
5	Th-F	3P-4P	JUDGE JUDY	30	-	-	\$55.00	06/26-06/27	2	2	\$110.00
6	M-Tu	3P-4P	JUDGE JUDY	30	-	-	\$55.00	06/30-07/01	2	2	\$110.00
7	Th-F	7A-9A	TODAY SHOW	30	-	-	\$175.00	06/26-06/27	1	1	\$175.00
8	M-Tu	7A-9A	TODAY SHOW	30	-	-	\$175.00	06/30-07/01	1	1	\$175.00
9	Su	11P-1135P	SUN 11P NEWS	30	-	-	\$170.00	06/29-06/29	1	1	\$170.00
10	W-F	11P-1135P	11P NEWS	30	-	-	\$200.00	06/25-06/27	2	2	\$400.00
11	M-Tu	11P-1135P	11P NEWS	30	-	-	\$200.00	06/30-07/01	1	1	\$200.00

ORDER WORKSHEET

Rep Order# 9357436 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 06/25/14 11:33 AM
Last Received: 06/24/14 6:17 PM
Showing Buylines: All Lines

2 of 3

Station WKTV-TV UTICA, NY
Advertiser (CUOA) CUOMO, ANDREW
Product CUOMO/GOV/D
Estimate#
Buyer CARMEN DALIA

Agency (AKPD) AKPD MESSAGE & MEDIA
730 N. FRANKLIN
CHICAGO, IL 60654
Agency C/P1/P2/E
Flight Dates 06/25/14-07/01/14

Rep Firm KATZ CONTINENTAL
Sales Office (CH) CHICAGO
Salesperson (SAB) SAM BROWNE - SILV
Sales Assistant DAWN
Salesperson Phone# 312 755-3844
Salesperson Fax# 312 755-0870

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
12	Sa	11P-1135P	11P NEWS	30	-	-	\$170.00	06/28-06/28	1	1	\$170.00
13	Su	6P-630P	6P NEWS	30	-	-	\$175.00	06/29-06/29	1	1	\$175.00
14	W-F	1135P-1235A	TONIGHT SHOW	30	-	-	\$80.00	06/25-06/27	1	1	\$80.00
15	M-Tu	6P-630P	NEWS AT 6	30	-	-	\$400.00	06/30-07/01	1	1	\$400.00
16	Th-F	6A-7A	6A NEWS	30	-	-	\$175.00	06/26-06/27	1	1	\$175.00
17	Sa	6P-630P	SAT 6P	30	-	-	\$165.00	06/28-06/28	1	1	\$165.00

—REPORT TOTALS—

Report Totals: 20 / \$3,095.00

—SALES MONTHLY TOTALS—

Jun2014: 14/ \$2,115.00

Jul2014: 6/ \$980.00

Order Totals: 20 / \$3,095.00 Total GRPS: 0.0

—COMPETITIVE—

Market Totals	\$51,583.33	CABL .00%	EKTV .00%	UNKN .00%	WFXV 14.00%	WKTV 6.00%
		WPNY .00%	WUPN .00%	WUTR 80.00%		

—COMPETITIVE COMMENTS—

SHARE ARE ACTUAL

Books [null]
Demos RA35+

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Jamie Morgan/AKPD Message and Media LLC,
 being/on behalf of: Cuomo,
 a legally qualified candidate of the Democrat
 political party for the office of: Governor
 in the Primary
 election to be held on: September 9, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Andrew Cuomo 2014, Inc. 750 Third Ave., 31st Floor, New York, NY 10017

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:
Richard J Sirota, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

6/17/2014

Date

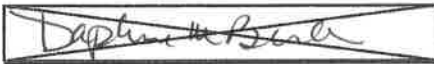

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Signature

Daphne Berk

Printed Name

GSN

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

Jamie Morgan/AKPD Message and Media

I, _____
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

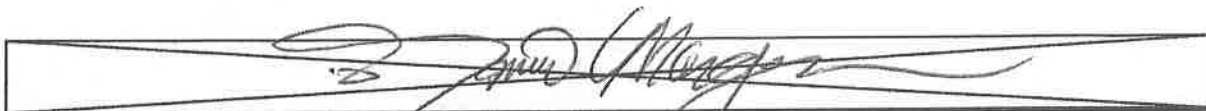
☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Jamie Morgan

4/24/14

printed name

date