

CONTRACT



WSYT-TV
1000 James St
Syracuse, NY 13203
(315) 472-6800

And:

Mooney Marketing Group
528 Plum St
Suite 200
Syracuse, NY 13204

<u>Product</u> MAYORAL CAMPAIGN		<u>Contract / Revision</u> 6029 /	<u>Alt Order #</u>
<u>Contract Dates</u> 09/20/17 - 09/26/17		<u>Estimate #</u>	
<u>Advertiser</u> Ben Walsh for Syracuse		<u>Original Date / Revision</u> 09/18/17 / 09/19/17	
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash	
<u>Property</u> WSYT-TV	<u>Account Executive</u> WSYT House	<u>Sales Office</u> Local	
<u>Special Handling</u>			
<u>Demographic</u> Households			
<u>Agv Code</u> 9915719	<u>Advertiser Code</u>	<u>Product 1/2</u>	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WSYT	09/20/17	09/22/17	M-F	6:30 AM-7:00 AM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
		Week: 09/18/17	09/24/17	--WTF--	1			\$20.00					
2	WSYT	09/20/17	09/22/17	M-F	9:00 AM-3:00 PM		:30				NM	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
		Week: 09/18/17	09/24/17	--WTF--	4			\$20.00					
3	WSYT	09/20/17	09/22/17	M-F	4p-5p		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
		Week: 09/18/17	09/24/17	--WTF--	1			\$50.00					
4	WSYT	09/20/17	09/22/17	M-F	7p-8p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
		Week: 09/18/17	09/24/17	--WTF--	1			\$325.00					
5	WSYT	09/20/17	09/22/17	M-F	10p-11p		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
		Week: 09/18/17	09/24/17	--WTF--	2			\$100.00					
6	WSYT	09/25/17	09/26/17	M-F	6:30 AM-7:00 AM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
		Week: 09/25/17	10/01/17	MT-----	1			\$20.00					

9/20/17
mp

9/20/17
CS

(* 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.



WSYT-TV
1000 James St
Syracuse, NY 13203
(315) 472-6800

Contract / Revision 6029 /	Alt Order #
Contract Dates 09/20/17 - 09/26/17	Estimate #
Advertiser Ben Walsh for Syracuse	Original Date / Revision 09/18/17 / 09/19/17
Product MAYORAL CAMPAIGN	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
7	WSYT	09/25/17	09/26/17	M-F	9:00 AM-3:00 PM		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/25/17	10/01/17	11-----				2	\$20.00				
8	WSYT	09/25/17	09/26/17	M-F	4p-5p		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/25/17	10/01/17	MT-----				1	\$50.00				
9	WSYT	09/25/17	09/26/17	M-F	7p-8p		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/25/17	10/01/17	11-----				2	\$325.00				
10	WSYT	09/25/17	09/26/17	M-F	10p-11p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/25/17	10/01/17	MT-----				1	\$100.00				
Totals										0.00		16	\$1,535.00

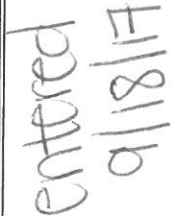
Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/18/17 - 09/24/17	9	\$675.00	(\$101.25)	\$573.75
09/25/17 - 10/01/17	7	\$860.00	(\$129.00)	\$731.00
Totals	16	\$1,535.00	(\$230.25)	\$1,304.75

Signature: _____ **Date:** _____

CONTRACT CONFIRMATION: DO NOT PAY FROM THIS CONTRACT, INVOICE TO FOLLOW.

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broadcast order

528 Plum Street Syracuse, NY 13204
P: 315.373.0281 F: 315.373.0275

Order # 9151703
Date: 9/15/2017

Advertiser:
Campaign:
Station:
Rep:

Ben Walsh for Syracuse
Mayoral Campaign
WSYT 68
James Street Syracuse.

Buyer:	Bret Burghdurf
Market:	Syracuse, NY
Dates:	9/20/17-9/26/17

00209

[illegible]

Agency discount:	\$230.25
Total:	\$1,304.75

Please sign and fax to 315.373.0275

Name:

Date:

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:

WSYT SYRACUSE, NY

Date:

9/18/17

I, Bret Burghdurf,

being/on behalf of: Ben Walsh, a legally

qualified candidate of the Independent political

party for the office of: Mayor

in the Syracuse

election to be held on: November 7, 2017

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached Order					

Total Charges: 1,535 Gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

NA

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

Ben Walsh For Syracuse

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:

Kristi Brightman Frame

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).

To Be Signed By Candidate or Authorized Committee

9/18/17

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Erin Kamp

Printed Name

QSM

Title