



CBS-Utica (EKTU)
5936 Smith Hill Road
Utica, NY 13502

MARK GUMMA COMMUNICATIONS
211 WEST 107TH STREET #2E
NEW YORK, NY 10025

Contract # 31401

Schedule Dates 11/08/16-11/08/16
Advertiser POL - BILL MAGEE (3492)
Agency MARK GUMMA COMMUNICATIONS (1510)
Product Political - Candidate (1059)
Brand Political (10724)
Salesperson Katz Washington D.C., (1019)
Sales Office Katz Continental - Washington D.C.
Buyer Name GUMA,MARK
Phone/Fax /
CPE N/A
Account Types National/Political Agency
Billing Type Standard
Comments Magee/St. Assembly

Date Entered 11/07/16
Last Modified 11/07/16
Entered By Matthew Talarico
CO-OP No
Headline # 25348774
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$297.75
Net Total \$1,687.25
Sales Tax

CBS-Utica (EKTU)		
By Broadcast Month	Spots	Rate
Nov. 2016	19	\$1,985.00
Grand Total:	19	\$1,985.00

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	11/08/16-11/08/16	1	:30	6A- 6:30A (EST)	1		X						1	\$40.00	\$40.00	CBS-Utica (EKTU)	NEWS	11/7/16
2.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	6:30A- 7A (EST)	1		X						1	\$75.00	\$75.00	CBS-Utica (EKTU)	NEWS	11/7/16
3.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	7A- 9A (EST)	4		X						4	\$60.00	\$240.00	CBS-Utica (EKTU)	CBS THIS AM	11/7/16
4.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	9A- 10A (EST)	2		X						2	\$40.00	\$80.00	CBS-Utica (EKTU)	DR OZ	11/7/16
5.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	10A- 11A (EST)	2		X						2	\$200.00	\$400.00	CBS-Utica (EKTU)	DEAL	11/7/16
6.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	11A- 12P (EST)	2		X						2	\$300.00	\$600.00	CBS-Utica (EKTU)	PRICE	11/7/16
7.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	12P- 12:30P (EST)	1		X						1	\$40.00	\$40.00	CBS-Utica (EKTU)	NEWS	11/7/16
8.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	12:30P- 1:30P (EST)	1		X						1	\$200.00	\$200.00	CBS-Utica (EKTU)	Y&R	11/7/16
9.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	1:30P- 2P (EST)	1		X						1	\$150.00	\$150.00	CBS-Utica (EKTU)	B&B	11/7/16
10.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	2P- 3P (EST)	2		X						2	\$50.00	\$100.00	CBS-Utica (EKTU)	THE TALK	11/7/16
11.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	3P- 4P (EST)	2		X						2	\$30.00	\$60.00	CBS-Utica (EKTU)	RIGHT THIS MINUTE	11/7/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WKTV
5936 Smith Hill Road
Utica, NY 13502

MARK GUMMA COMMUNICATIONS
211 WEST 107TH STREET #2E
NEW YORK, NY 10025

Contract # 31403

Schedule Dates 11/08/16-11/08/16
Advertiser POL - BILL MAGEE (3492)
Agency MARK GUMMA COMMUNICATIONS (1510)
Product Political - Candidate (1059)
Brand Political (10724)
Salesperson Katz Washington D.C., (1019)
Sales Office Katz Conthental - Washington D.C.
Buyer Name GUMA,MARK
Phone/Fax /
CPE N/A
Account Types National/Political Agency
Billing Type Standard
Comments Mage/St. Assembly

Date Entered 11/07/16
Last Modified 11/07/16
Entered By Matthew Talanco
CO-OP No
Headline # 25348773
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$616.50
Net Total \$3,493.50
Sales Tax

NBC-Utica (WKTV)	
By Broadcast Month	Spots
Nov. 2016	22
Grand Total:	22

NBC-Utica (WKTV)	
By Broadcast Month	Rate
Nov. 2016	\$4,110.00
Grand Total:	\$4,110.00

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	11/08/16-11/08/16	1	:30	5A- 6A (EST)	2		X						2	\$75.00	\$150.00	NBC-Utica (WKTV)	NEWS	11/7/16
2.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	6A- 7A (EST)	4		X						4	\$275.00	\$1,100.00	NBC-Utica (WKTV)	NEWS	11/7/16
3.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	7A- 9A (EST)	4		X						4	\$250.00	\$1,000.00	NBC-Utica (WKTV)	TODAY	11/7/16
4.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	9A- 10A (EST)	2		X						2	\$175.00	\$350.00	NBC-Utica (WKTV)	TODAY2	11/7/16
5.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	10A- 11A (EST)	2		X						2	\$150.00	\$300.00	NBC-Utica (WKTV)	TODAY3	11/7/16
6.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	11A- 12P (EST)	2		X						2	\$40.00	\$80.00	NBC-Utica (WKTV)	RACHEL RAY	11/7/16
7.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	12P- 1P (EST)	2		X						2	\$175.00	\$350.00	NBC-Utica (WKTV)	NEWS	11/7/16
8.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	1P- 2P (EST)	2		X						2	\$350.00	\$700.00	NBC-Utica (WKTV)	DAYS	11/7/16
9.0	Normal Line / SPOT	11/08/16-11/08/16	1	:30	2P- 3P (EST)	2		X						2	\$40.00	\$80.00	NBC-Utica (WKTV)	DR PHIL	11/7/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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