



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

Contract / Revision		Alt Order #
3380 /		25345079
Contract Dates	Product	Estimate #
11/01/16 - 11/08/16	FRIENDS OF SCHUMER	
Advertiser	Original Date / Revision	
Charles Schumer for Sen	10/31/16 / 10/31/16	

Signature: _____ Date: _____

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

(* 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.

Confirmed

11/11/16



125 West 55th St
New York, NY 10019

Contract # 25345079		Changes as of: 11/11/2016 at 10:45 AM		Version: Current State Version 2	
CPE:		Flight: 11/11/16 - 11/8/16	Station: WSYT	Total \$: \$3,300.00	
Agency:	SHORR JOHNSON MAGNUS	Advertiser: Charles Schumer for Senate	Market: Syracuse	Total Spots: 5	
	SHORR JOHNSON MAGNUS 100 NORTH 20TH STREET SUITE 201 PHILADELPHIA PA 19103	Product: FRIENDS OF SCHUMER	Office: NEW YORK	Total CPP: \$0.00	

Agency Order #:
Buyer: MICHAEL DETTORRE
Salesperson: JONATHAN VITTI
212-373-8256

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: KENNETH MIELE
212-373-8113

Total GRP:
Traffic #: 3380
Separation:

Comments: LINE 1: 1X N/A 11/2 MG: 1X 11/3 STP
LINE 2: 1X N/A 11/1 MG: 1X 11/7 STP

#	Day/Time	DP	Program	Rate	A35P Rating	11/1 - 11/8								Total Spots	Total \$	CPP	GRP	
						11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8					
REV 1	M-F 7:30p-8p		JEOPARDY	\$700.00	0.0	30	0	1	0	1	0	0	1	0	3	\$2,100.00	\$0.00	0.0
REV 2	M-F 7p-7:30p		WHEEL-FORTUNE	\$600.00	0.0	30	1	0	1	0	0	0	0	1	2	\$1,200.00	\$0.00	0.0
TOTALS:						0	0	2	1	0	0	0	2	0	5	\$3,300.00	\$0.00	0.0

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25345079		Changes as of: 11/1/2016 at 10:45 AM		Version: Current State Version 2	
CPE:		Flight: 11/1/16 - 11/8/16		Total \$: \$3,300.00	
Agency: SHORR JOHNSON MAGNUS		Advertiser: Charles Schumer for Senate		Total Spots: 5	
Product: FRIENDS OF SCHUMER		Office: NEW YORK		Total CPE: \$0.00	
Agency Order #:		Buyer: MICHAEL DETTORRE		Primary Demo: Adults 35+	
Salesperson: JONATHAN VITTI		Con Type: POLITICAL/VOTE		Total GRP:	
Assistant: 212-373-8256		Separation: 212-373-8113		Traffic #: 3380	

Special Instructions

Date/Time	Added by	Comment	Order Level Comments
11/01/16 10:45 AM	KENNETH MIELE	LINE 1: 1X N/A 11/2 MG: 1X 11/3 STP LINE 2: 1X N/A 11/1 MG: 1X 11/7 STP	
10/31/16 2:07 PM	Nikki Tabone	LINE 1: 1X N/A 11/2 MG: 1X 11/3 STP LINE 2: 1X N/A 11/1 MG: 1X 11/7 STP PLS CONFIRM.	

Market Budget: \$13,750
WSYT Share: 24%
Comment:
WSTM: 20%
WSTQ: 1%
WSYR: 33%
WTVH: 22%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
Total	100%	5	\$3,300.00	N/A

Monthly Summary		
Month	Spots	Dollars
2016-Nov	5	\$3,300.00
Total	5	\$3,300.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Revision	11/1/16 10:45 AM	KENNETH MIELE	Revised		
Makegood 1	10/31/16 2:07 PM	Nikki Tabone	Confirmed		
New	10/31/16 1:11 PM	KENNETH MIELE	Confirmed	5	
				\$3,300.00	\$3,300.00

Non-Discrimination Policy

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 MEDIA GROUP (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.



125 West 55th St
New York, NY 10019

Contract # 25345079	Changes as of: 10/31/2016 at 2:07 PM	Version: Highlighting Makegood 1	Total \$: \$3,300.00
CPE:	Flight: 11/1/16 - 11/8/16	Station: WSYT	Total Spots: 5
Agency: SHORR JOHNSON MAGNUS	Advertiser: Charles Schumer for Senate	Market: Syracuse	Total CPP: \$0.00
Product: FRIENDS OF SCHUMER	Office: NEW YORK		

SHORR JOHNSON
MAGNUS 100 NORTH
20TH STREET SUITE
201 PHILADELPHIA PA
19103

Agency Order #:
Buyer: MICHAEL DETTORRE
Salesperson: JONATHAN VITTI 212-373-8256

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: KENNETH MIELE 212-373-8113

Total GRP:
Traffic #: 3380
Separation:

Station Comment

LINE 1: 1X N/A 11/2 MG: 1X 11/3 STP
LINE 2: 1X N/A 11/1 MG: 1X 11/7 STP

PLS CONFIRM.



125 West 55th St
New York, NY 10019

Entered
10/31/16
Confirmed
10/31/16

#3380

Contract # 25345079		Changes as of: 10/31/2016 at 1:11 PM		Version: Current State Version 1	
CPE:	Agency: SHORR JOHNSON MAGNUS	Flight: 11/1/16 - 11/8/16	Advertiser: Charles Schumer for Senate	Station: WSYT	Total \$: \$3,300.00
	SHORR JOHNSON MAGNUS 100 NORTH 20TH STREET SUITE 201 PHILADELPHIA PA 19103		Product: FRIENDS OF SCHUMER	Market: Syracuse	Total Spots: 5
				Office: NEW YORK	Total CPP: \$0.00

Agency Order #:
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Total GRP:
Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/1 - 11/8								Total Spots	Total \$	CPP	GRP
							11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8				
✓	1 MF 7:30p-8p		JEOPARDY	\$700.00	0.0	30	0	1	0	1	0	0	1	0	3	\$2,100.00	\$0.00	0.0
✓	2 MF 7p-7:30p		WHEEL-FORTUNE	\$600.00	0.0	30	0	0	1	0	0	0	0	0	2	\$1,200.00	\$0.00	0.0
TOTALS:							1	1	1	1	0	0	1	0	5	\$3,300.00	\$0.00	0.0



125 West 55th St
New York, NY 10019

Contract # 25345079	Changes as of: 10/31/2016 at 1:11 PM	Version: Current State Version 1
CPE:	Flight: 11/1/16 - 11/8/16	Total \$: \$3,300.00
Agency: SHORR JOHNSON MAGNUS	Advertiser: Charles Schumer for Senate	Total Spots: 5
Product: FRIENDS OF SCHUMER	Office: NEW YORK	Total CPP: \$0.00

Agency Order #:
Buyer: MICHAEL DETTORRE
Salesperson: JONATHAN VITTI 212-373-8256
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: KENNETH MIELE 212-373-8113

Total GRP:
Separation:

Special Instructions

Competitive Information
Market Budget: \$13,750
WSYT Share: 24%
Comment:
WSTM: 20%
WSTQ: 1%
WSYR: 33%
WTVH: 22%

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	5	\$3,300.00	N/A	0.0
Total	100%	5	\$3,300.00	N/A	0.0

Month	Spots	Dollars
2016-Nov	5	\$3,300.00
Total	5	\$3,300.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	10/31/16 1:11 PM	KENNETH MIELE	New	5		\$3,300.00	\$3,300.00	

Non-Discrimination Policy
 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 MEDIA GROUP (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.

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: 9/28/16
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I, Shorr Johnson Magnus,

being/on behalf of: Charles Schumer,

a legally qualified candidate of the Democratic

political party for the office of: US Senate

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$

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

Friends of Schumer

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:

Mike Toth

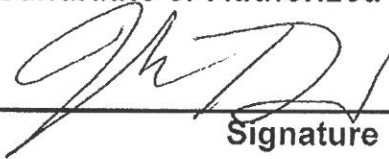
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

9/28/16

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

So Kempf

Printed Name

9SM

Title

FEDERAL CANDIDATE CERTIFICATION

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

I, Friends of Schumer

(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

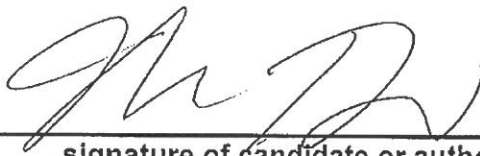
☒ does not

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

Michael D'Ettorre

printed name

9/28/16

date