

CONTRACT



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

And:

Shorr Johnson Magnus
100 North 20th Street
Ste 201
Philadelphia, PA 19103

<u>Contract / Revision</u>		<u>Alt Order #</u>	
3248 /		25327706	
<u>Product</u>			
Friends of Schumer			
<u>Contract Dates</u>		<u>Estimate #</u>	
10/11/16 - 10/17/16			
<u>Advertiser</u>		<u>Original Date / Revision</u>	
Charles Schumer for Senate		10/10/16 / 10/10/16	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>	
EOM/EOC	Broadcast	Cash	
<u>Property</u>	<u>Account Executive</u>	<u>Sales Office</u>	
WSYT-TV	Millennium New York	Millennium New	
<u>Special Handling</u>			
<u>Demographic</u>			
Adults 35+			
<u>Agency Code</u>	<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
N 1	WSYT	10/11/16	10/17/16	M-F	6:30 PM-7:00 PM		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>					
		Week: 10/10/16	10/16/16	-1111--	\$150.00			4					
		Week: 10/17/16	10/23/16	1-----	\$150.00			1					
N 2	WSYT	10/12/16	10/14/16	M-F	730p-8p		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>					
		Week: 10/10/16	10/16/16	--1-1--	\$700.00			2					
N 3	WSYT	10/13/16	10/17/16	M-F	7p-730p		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>					
		Week: 10/10/16	10/16/16	---11--	\$600.00			2					
		Week: 10/17/16	10/23/16	1-----	\$600.00			1					
N 4	WSYT	10/11/16	10/17/16	M-F	10p-11p		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>			<u>Spots/Week</u>					
		Week: 10/10/16	10/16/16	-1111--	\$125.00			4					
		Week: 10/17/16	10/23/16	1-----	\$125.00			1					
Totals												15	\$4,575.00

(* 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.

10/14/16
 MF
 10/14/16
 GS



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

<u>Contract / Revision</u>		<u>Alt Order #</u>	
3248 /		25327706	
<u>Contract Dates</u>		<u>Product</u>	<u>Estimate #</u>
10/11/16 - 10/17/16		Friends of Schumer	
<u>Advertiser</u>		<u>Original Date / Revision</u>	
Charles Schumer for Sen		10/10/16 / 10/10/16	

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/17/16	15	\$4,575.00	(\$686.25)	\$3,888.75
Totals	15	\$4,575.00	(\$686.25)	\$3,888.75

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.

Entered

10/10/10

#3248



125 West 55th St
New York, NY 10019

confirmed
10/10/10

Contract # 25327706

Changes as of: 10/10/2016 at 1:48 PM

Version: Current State Version 1

CPE:

Agency: SHORR JOHNSON
MAGNUS

Flight: 10/11/16 - 10/17/16
Advertiser: Charles Schumer for Senate

Product: FRIENDS OF SHCUMER

Total \$: \$4,575.00

Total Spots: 15

Total CPM: \$0.00

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

Agency Order #:

Buyer: MICHAEL DETTORRE

Salesperson: JONATHAN VITTI
212-373-8286

Primary Demo: Adults 35+

Com Type: POLITICAL/VOTE

Assistant: KENNETH MIELE
212-373-8113

Total GRP:

Separation:

Comments: NEW ORDER FRO CHARLES SCHUMER TO AIR 10/11-10/17.

PLEASE CONFIRM.
THANKS

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/17										Total Spots	Total \$	C/P	GRP
							10/11	10/12	10/13	10/14	10/15	10/16	10/17							
✓	M-F 1 6:30p-7p		JUDGE JUDY	\$150.00	0.0	30	1	1	1	1	0	0	1				5	\$750.00	\$0.00	0.0
✓	M-F 2 7:30p-8p		JEOPARDY	\$700.00	0.0	30	0	1	0	1	0	0	0				2	\$1,400.00	\$0.00	0.0
✓	M-F 3 7p-7:30p		WHEEL-FORTUNE	\$600.00	0.0	30	0	0	1	1	0	0	1				3	\$1,800.00	\$0.00	0.0
✓	M-F 4 10p-11p		SEINFELD	\$125.00	0.0	30	1	1	1	1	0	0	1				5	\$625.00	\$0.00	0.0
TOTALS: 2							3	3	4	0	0	3				15	\$4,575.00	\$0.00	0.0	



125 West 55th St
New York, NY 10019

Contract # 25327706		Changes as of: 10/10/2016 at 1:48 PM		Version: Current State Version 1	
CPE:		Flight: 10/11/16 - 10/17/16		Total \$: \$4,575.00	
Agency: SHORR JOHNSON MAGNUS		Advertiser: Charles Schumer for Senate		Total Spots: 15	
Product: FRIENDS OF SHCUMER		Office: NEW YORK		Total CPM: \$0.00	

Agency Order #:	Buyer: MICHAEL DETTORRE	Primary Demo: Adults 35+
Salesperson: JONATHAN VITTI	212-373-8296	Con Type: POLITICAL/VOTE
		Assistant: KENNETH MIELE
		212-373-8113
		Total GRP:
		Separation:

Special Instructions	
----------------------	--

Date/Time	Added by	Comment
10/10/16 1:48 PM	KENNETH MIELE	NEW ORDER FRO CHARLES SCHUMER TO AIR 10/11-10/17. PLEASE CONFIRM. THANKS

Competitive Information	
Market Budget:	\$35,192
WSTV Share:	13%
Comment:	
WNYS:	4%
WSTM:	23%
WSTQ:	1%
WSTYR:	50%
WTVH:	9%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPM	GRP
Total	100%	15	\$4,575.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	15	\$4,575.00
Total	15	\$4,575.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
New	10/10/16 1:48 PM	KENNETH MIELE	New	15	
				\$4,575.00	\$4,575.00

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
------------------------------	----------------------

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

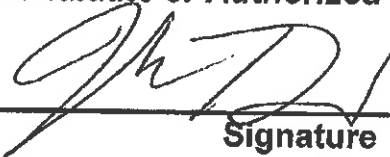
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

Printed Name

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

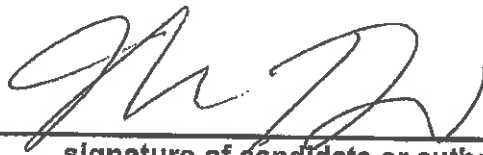
☒ does not

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