

# CONTRACT



**WITI**  
 9001 North Green Bay Road  
 Milwaukee, WI 53209-1297  
 (414)355-6666

<u>Contract / Revision</u> 582088 /		<u>Alt Order #</u> 09838236
<u>Product</u> THOMAS PETERFFY		
<u>Contract Dates</u> 10/10/12 - 10/16/12		<u>Estimate #</u> 2113
<u>Advertiser</u> Peterffy, Thomas		<u>Original Date / Revision</u> 10/09/12 / 10/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Mentzer Media**  
 600 Fairmount Avenue  
 Suite 306  
 Towson, MD 21286

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	<u>Totals</u> Spots Amount	
N 1	6	10/10/12	10/12/12	M-F 1130a-12p FOX 6	1130a-12p		1:00			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--WTF--				3	\$900.00			
N 2	6	10/10/12	10/12/12	M-F 930-10p	930p-10p		1:00			NM	3	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--WTF--				3	\$4,200.00			
N 3	6	10/13/12	10/13/12	Sa 7a-8a	7a-8a		1:00			NM	1	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$670.00			
N 4	6	10/13/12	10/13/12	Sa 8a-9a	8a-9a		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$800.00			
N 5	6	10/14/12	10/14/12	Su 8a-9a	8a-9a		1:00			NM	1	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$870.00			
N 6	6	10/14/12	10/14/12	MLB Championship Ser	Various		1:00			NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$3,600.00			
N 7	6	10/15/12	10/16/12	M-F 1130a-12p FOX 6	1130a-12p		1:00			NM	2	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MT-----				2	\$970.00			
<b>Totals</b>											<b>12</b>	<b>\$23,180.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/16/12	12	\$23,180.00	\$19,703.00
<b>Totals</b>	<b>12</b>	<b>\$23,180.00</b>	<b>\$19,703.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* 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. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

[Empty box for candidate information]

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

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

Thomas Peterffy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

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

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/9/12      *Thomas Peterffy*      410-825-7034  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted       Accepted in Part       Rejected

\_\_\_\_\_  
Signature      Printed Name      Title