

CONTRACT

WPHL-TV
5001 Wynnefield Avenue
Philadelphia, PA 19131
(215) 878-1700

And:

Dudley Media
919 Catharine Street
Philadelphia, PA 19417

<u>Contract / Revision</u> 129957 /		<u>Alt Order #</u>
<u>Product</u> Schedule B		
<u>Contract Dates</u> 05/05/15 - 05/11/15		<u>Estimate #</u>
<u>Advertiser</u> Jim Kenney/D/Mayor		<u>Original Date / Revision</u> 05/04/15 / 05/04/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WPHL-TV	<u>Account Executive</u> Charles Reilly	<u>Sales Office</u> Local House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</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	17	05/05/15	05/11/15	Eye Opener	6a-8a		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/05/15	05/11/15	11111--				5	\$75.00	0.00			
N 2	17	05/05/15	05/11/15	Maury	12p-1p		:30				NM	5	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/05/15	05/11/15	11111--				5	\$285.00	0.00			
N 3	17	05/05/15	05/11/15	Jerry Springer	6:30 AM-7:00 AM		:30				NM	5	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/05/15	05/11/15	11111--				5	\$285.00	0.00			
N 4	17	05/05/15	05/11/15	Maury			:30				NM	5	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/05/15	05/11/15	11111--				5	\$345.00	0.00			
Totals										0.00		20	\$4,950.00

Time Period	# of Spots	Gross Amount	Net Amount
04/27/15 - 05/11/15	20	\$4,950.00	\$4,207.50
Totals	20	\$4,950.00	\$4,207.50

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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.