

# CONTRACT



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

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>129957 /       |  | <u>Alt Order #</u>                                     |
| <u>Product</u><br>Schedule B                 |  |  |
| <u>Contract Dates</u><br>05/05/15 - 05/11/15 |  | <u>Estimate #</u>                                      |
| <u>Advertiser</u><br>Jim Kenney/D/Mayor      |  | <u>Original Date / Revision</u><br>05/04/15 / 05/04/15 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WPHL-TV                    | <u>Account Executive</u><br>Charles Reilly | <u>Sales Office</u><br>Local House                     |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 25-54           |  |  |
| <u>IDB#</u>                                  | <u>Advertiser Code</u>                     | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                            | <u>Advertiser Ref</u>                      |  |

And:

**Dudley Media**  
**919 Catharine Street**  
**Philadelphia, PA 19417**

| *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          |      |       |            |
| <b>Totals</b> |    |                   |                 |                 |                 |      |        |                   |             |               | 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 |
| <b>Totals</b>       | 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.