CONTRACT

WNBC
30 Rockefeller Plaza
New York, NY 10112
(212) 664-4444

www.nbcnewyork.com

Contract / Revision	Alt Order #
790441 /	

Product
OCT30-NOV2

Contract Dates	Estimate #
10/30/17 - 11/02/17	

Advertiser	Original Date / Revision
BILL DE BLASIO FOR NYC MAYOR	10/27/17 / 10/27/17

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WNBC	Margaret Serio	Chicago NSO

Special Handling

Demographic
RA1849

Agy Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref
03170	31181

And:

AKPD MESSAGE & MEDIA LLC
730 N. FRANKLIN
SUITE 404
CHICAGO, IL 60654

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	WNBC	10/30/17	11/02/17	TODAY IN NY @ 5A 5-6A M-	5-6A		:30				NM	2	$1,200.00
All spots on this line are Immediately Preemptible class of time													
Start Date	End Date	Weekdays	Spots/Week	Rate									
Week: 10/30/17	11/05/17	MTWT- - -	2	$600.00									
2	WNBC	10/30/17	11/02/17	TODAY IN NY @ 6A 6-7A M-	6-7A		:30				NM	2	$2,800.00
All spots on this line are Immediately Preemptible class of time													
Start Date	End Date	Weekdays	Spots/Week	Rate									
Week: 10/30/17	11/05/17	MTWT- - -	2	$1,400.00									
3	WNBC	10/30/17	11/02/17	TODAY SHOW 7-9A M-F	7-9A		:30				NM	4	$8,000.00
All spots on this line are Immediately Preemptible class of time													
Start Date	End Date	Weekdays	Spots/Week	Rate									
Week: 10/30/17	11/05/17	1111- - -	4	$2,000.00									
9	WNBC	10/30/17	11/02/17	2-3P M-F STEVE HARVEY	2-3P		:30				NM	1	$300.00
All spots on this line are Immediately Preemptible class of time													
Start Date	End Date	Weekdays	Spots/Week	Rate									
Week: 10/30/17	11/05/17	MTWT- - -	1	$300.00									
10	WNBC	10/30/17	11/02/17	3-4P M-F ELLEN	3-4P		:30				NM	2	$1,600.00
All spots on this line are Immediately Preemptible class of time													
Start Date	End Date	Weekdays	Spots/Week	Rate									
Week: 10/30/17	11/05/17	MTWT- - -	2	$800.00									
E 11	WNBC	10/30/17	11/02/17	4-5P M-F NEWS AT 4P	4-5P		:30				NM	6	$3,800.00
All spots on this line are Immediately Preemptible class of time													
Start Date	End Date	Weekdays	Spots/Week	Rate									
Week: 10/30/17	11/05/17	1111- - -	4	$550.00									

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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Contract Dates	Product	Estimate #
10/30/17 - 11/02/17	OCT30-NOV2	

Advertiser	Original Date / Revision
BILL DE BLASIO FOR NY	10/27/17 / 10/27/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
E 12	WNBC	10/30/17	11/02/17	NEWS AT 5P 5-6P M-F	5-6P		:30				NM	3	$2,400.00

All spots on this line are Immediately Preemptible class of time

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/30/17	11/05/17	MTWT---	5	$800.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
5	*WNBC*	*10/30/17-11/05/17*	*NEWS AT 5P 5-6P M-F*	*5-6P*	MTuWTh-----	*:30*	~~*$800.00*~~	*NM*
	See MG 11.9,11.10,11.11							
	DNA-NEWS SPL REPORT							
8	*WNBC*	*10/30/17-11/05/17*	*NEWS AT 5P 5-6P M-F*	*5-6P*	MTuWTh-----	*:30*	~~*$800.00*~~	*NM*
	See MG 11.9,11.10,11.11							
	DNA-NEWS SPL REPORT							

E 13	WNBC	10/30/17	11/02/17	NEWS AT 6P 6-630P M-SU	6-630P		:30				NM	4	$4,800.00

All spots on this line are Immediately Preemptible class of time

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/30/17	11/05/17	MTWT---	4	$1,200.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
13	*WNBC*	*10/30/17-11/05/17*	*NEWS AT 6P 6-630P M-SU*	*6-630P*	MTuWTh-----	*:30*	~~*$1,200.00*~~	*NM*
	See MG 13.15							
	PREEMPT-RAN LATE DUE SPL REPORT							
15	WNBC	10/31/17-10/31/17	NEWS AT 7P 7-8P M-SA	7-8P	-Tu-------	:30	$1,200.00	NM
	Ⓜ MG for 13.13 10/31							

14	WNBC	10/30/17	11/05/17	NBC NIGHTLY NEWS 630P	630-7P		:30				NM	2	$10,000.00

All spots on this line are Immediately Preemptible class of time

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/30/17	11/05/17	MTWT---	2	$5,000.00

15	WNBC	10/30/17	11/02/17	EXTRA 7-730P M-F	7-730P		:30				NM	2	$4,400.00

All spots on this line are Immediately Preemptible class of time

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/30/17	11/05/17	MTWT---	2	$2,200.00

16	WNBC	10/30/17	11/05/17	LAW & ORDER:SVU 9-10P W	9-10P		:30				NM	1	$10,000.00

All spots on this line are Immediately Preemptible class of time

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/30/17	11/05/17	--W----	1	$10,000.00

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		Start Date	End Date	Weekdays	Spots/Week	Rate							
17	WNBC	10/30/17	11/05/17	WILL & GRACE 9-930P THU	9-930P		:30				NM	1	$20,000.00
All spots on this line are Immediately Preemptible class of time													
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/30/17	11/05/17	- - - T - - -	1	$20,000.00							
19	WNBC	10/30/17	11/05/17	NEWS AT 11P 11-1135P M-S	11P-1135P		:30				NM	4	$22,000.00
All spots on this line are Candidate Discount Rate class of time													
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/30/17	11/05/17	1111 - - -	4	$5,500.00							
21	WNBC	10/30/17	11/02/17	TNGT SHOW 1135P-1237A M	1135P-1237A		:30				NM	2	$4,000.00
All spots on this line are Immediately Preemptible class of time													
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/30/17	11/05/17	MTWT - - -	2	$2,000.00							
						Totals		0.00				36	$95,300.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/17 -11/02/17	36	$95,300.00	($14,295.00)	$81,005.00
Totals	36	$95,300.00	($14,295.00)	$81,005.00

Signature: _____ **Date:** _____

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