

CONTRACT

WIVB
2077 Elmwood Ave.
Buffalo, NY 14207
(716) 874-4410

And:

Growth Marketing of NY LLC
Attention Arnie Rothschild
39 State Street
Suite 110
Rochester, NY 14604
USA

<u>Contract / Revision</u> 955204 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/18/16 - 10/23/16	<u>Estimate #</u>	
<u>Advertiser</u> POL/Angelo Morinello		<u>Original Date / Revision</u> 10/17/16 / 10/18/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WIVB	<u>Account Executive</u> WIVB Local House	<u>Sales Office</u> Buffalo Local Sa
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u> 34
<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	WIVB	10/18/16	10/21/16	Early Morning Wake Up M-F	M-F 5a-559a		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-TWTF--	2			\$175.00					
N 2	WIVB	10/18/16	10/21/16	Wake Up Early AM 559-7a	M-F 559a-7a		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-TWTF--	2			\$300.00					
N 3	WIVB	10/18/16	10/21/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-TWTF--	5			\$150.00					
D 4	WIVB	10/22/16	10/22/16	CBS This Morning Saturday	Sa 8a-10a		:30				NM	0	\$0.00
N 5	WIVB	10/23/16	10/23/16	Su Wknd Wakeup 6a-8a REV	Su Wknd Wakeup		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-----S	1			\$175.00					
N 6	WIVB	10/23/16	10/23/16	Su Face/Nation 1030-1130a	Su Face/Nation 10:		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-----S	1			\$350.00					
N 7	WIVB	10/18/16	10/21/16	News 4 @ Noon	M-F 12p-1230p		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-TWTF--	3			\$350.00					
N 8	WIVB	10/18/16	10/21/16	M-F News 4 At 4p	M-F News 4 At 4p		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-TWTF--	3			\$125.00					
N 9	WIVB	10/18/16	10/21/16	M-F News 4 @ 6pm	M-F News 4 @ 6pm		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-TWTF--	2			\$550.00					
N 10	WIVB	10/18/16	10/21/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-TWTF--	3			\$450.00					
N 11	WIVB	10/18/16	10/21/16	M-F 658-730p	M-F 658-730p		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-TWTF--	3			\$500.00					

(* 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.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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N 12	WIVB	10/18/16	10/21/16	M-F 730-758p	M-F 730-758p		:30				NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-TWTF--				3	\$750.00				
N 13	WIVB	10/22/16	10/22/16	Saturday 10-11p	Saturday 10-11p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				1	\$450.00				
D 14	WIVB	10/23/16	10/23/16	Sunday 7-8p	Sunday 7-8p		:30				NM	0	\$0.00
D 15	WIVB	10/22/16	10/22/16	NCAA Football	NCAA Football		:30				NM	0	\$0.00
N 16	WIVB	10/21/16	10/21/16	Friday 758-9p	Friday 758-9p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----F--				1	\$750.00				
D 18	WIVB	10/23/16	10/23/16	Sunday 10-11p	Sunday 10-11p		:30				NM	0	\$0.00
N 19	WIVB	10/19/16	10/21/16	M-F 430a-5a Wake Up Early	M-F 430a-5a Wake		:30				NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--WTF--				3	\$50.00				
N 20	WIVB	10/19/16	10/21/16	M-F 4a-430a CBS Morn News	M-F 4a-430a CBS I		:30				NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--WTF--				3	\$10.00				
N 21	WIVB	10/23/16	10/23/16	CBS Sunday Morn 9a-1030a	CBS Sunday Morn		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$400.00				
N 22	WIVB	10/19/16	10/21/16	M-F 5p News 5-6p	M-F 5p News 5-6p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--WTF--				1	\$650.00				
N 23	WIVB	10/22/16	10/22/16	Sa/Su EN 6-630p	Sa/Su EN 6-630p		:30				NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				1	\$120.00				
N 24	WIVB	10/23/16	10/23/16	Sa/Su EN 6-630p	Sa/Su EN 6-630p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$125.00				
N 25	WIVB	10/22/16	10/23/16	Sa/Su Wknd CBS News	Sa/Su 630-658P		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----SS				2	\$250.00				
Totals								0.00				42	\$13,025.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/23/16	42	\$13,025.00	(\$1,953.75)	\$11,071.25
Totals	42	\$13,025.00	(\$1,953.75)	\$11,071.25

Signature: _____ Date: _____

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