



**WCIU-TV Limited Partnership**  
**39936 Treasury Center**  
**Chicago, IL 60694-9900**  
**(312)705-2600**

<http://www.wciu.com/>

# CONTRACT

<u>Contract / Revision</u> 297110 /		<u>Alt Order #</u> 08417366
<u>Product</u> <b>MCAULIFFE 4 ST SEN</b>		
<u>Contract Dates</u> <b>10/18/16 - 10/24/16</b>	<u>Estimate #</u> <b>2176</b>	
<u>Advertiser</u> <b>Poli/Michael McAuliffe/R/STR/IL</b>		<u>Original Date / Revision</u> 10/14/16 / 10/14/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WCIU</b>	<u>Account Executive</u> Ryan Gordon	<u>Sales Office</u> DC - HRP
<u>Special Handling</u> Pre-Payment Required		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 132	<u>Product 1/2</u> 163
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Services**  
**Attention: Neil Williams**  
**1911 North Ft. Myer Drive**  
**#400**  
**Arlington, VA 22209**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WCIU	10/21/16	10/21/16	Seinfeld 10p-1030p	10p-1030p		:30				NM	1	\$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	----1--	1			\$250.00					
N 2	WCIU	10/21/16	10/21/16	Seinfeld 1030p-11p	1030p-11p		:30				NM	1	\$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	----1--	1			\$250.00					
N 3	WCIU	10/24/16	10/24/16	Seinfeld 10p-1030p	10p-1030p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	1-----	1			\$250.00					
N 4	WCIU	10/24/16	10/24/16	Seinfeld 1030p-11p	1030p-11p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	1-----	1			\$250.00					
N 5	WCIU	10/20/16	10/20/16	Seinfeld 1030p-11p	1030p-11p		:30				NM	1	\$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	---1---	1			\$250.00					
N 6	WCIU	10/20/16	10/20/16	ABC7 Prime News on The U	7p-8p		:30				NM	1	\$200.00
		<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	---1---	1			\$200.00					
N 7	WCIU	10/18/16	10/18/16	Seinfeld 1030p-11p	1030p-11p		:30				NM	1	\$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	-1-----	1			\$250.00					
N 8	WCIU	10/18/16	10/18/16	ABC7 Prime News on The U	7p-8p		:30				NM	1	\$200.00
		<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	-1-----	1			\$200.00					
N 9	WCIU	10/19/16	10/19/16	Seinfeld 10p-1030p	10p-1030p		:30				NM	1	\$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	--1----	1			\$250.00					
N 10	WCIU	10/19/16	10/19/16	ABC7 Prime News on The U	7p-8p		:30				NM	1	\$200.00
		<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	--1----	1			\$200.00					
<b>Totals</b>												<b>10</b>	<b>\$2,350.00</b>

(\* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified. It shall be contrary to this contract to engage in any discrimination based on race or ethnicity.



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10/18/16 - 10/24/16	MCAULIFFE 4 ST SEN	2176

<u>Advertiser</u>	<u>Original Date / Revision</u>
Poli/Michael McAuliffe/R/	10/14/16 / 10/14/16

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Agency Comm.</u>	<u>Net Amount</u>
09/26/16 - 10/24/16	10	\$2,350.00	(\$352.50)	\$1,997.50
<b>Totals</b>	10	\$2,350.00	(\$352.50)	\$1,997.50

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

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