



WABC-TV/DT
New York

WABC-TV NEW YORK
7 LINCOLN SQUARE
NEW YORK NY 10023

Acknowledgment of Agreement Between WABC-TV NEW YORK and

DATE: 12-10-2012 **PAGE:** 1 of 7

MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
394608	08-01-2012	12-07-2012	10	GILLIBRAND FOR SENATE 2012	KIRSTEN GILLIBRAND FOR US SENATE	POLITICALS	WABC - NEW YORK

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
11320			240509	PHILADELPHIA	D. PARKER	10-29-2012	11-04-2012	M (Broadcast Month, Cycle 1)	N	240509

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11320																	
1	10-29-2012	11-02-2012	05:15AM - 05:56AM	AM EWN THIS MORNING 5-6AM (7426)	7	30	1	1	1	1	1			5	900	5	4,500.00
		<u>Cr Resolved</u>	<u>Rate Reason</u>														
		10-29-2012	900 CRDT RESOLV														
		10-30-2012	900 CRDT RESOLV														
		Total:	1,800														
		Credit Resolved Total:														-2	-1,800.00
2	10-29-2012	11-02-2012	06:15AM - 07:00AM	AM EWN THIS MORNING 6-7AM (7427)	7	30	2	2	2	2	2			10	2,000	10	20,000.00
		<u>Cr Resolved</u>	<u>Rate Reason</u>														
		10-31-2012	2,000 CRDT RESOLV														
		10-29-2012	2,000 CRDT RESOLV														
		10-29-2012	2,000 CRDT RESOLV														
		10-30-2012	2,000 CRDT RESOLV														
		10-30-2012	2,000 CRDT RESOLV														
		Total:	10,000														
		Credit Resolved Total:														-5	-10,000.00
3	10-29-2012	11-02-2012	07:00AM - 09:00AM	AM GMA 7-9AM (7429)	7	30	4	3	3	3	4			17	2,400	17	40,800.00
		<u>Cr Resolved</u>	<u>Rate Reason</u>														
		11-01-2012	2,400 CRDT RESOLV														
		11-01-2012	2,400 CRDT RESOLV														
		10-29-2012	2,400 CRDT RESOLV														
		10-29-2012	2,400 CRDT RESOLV														
		11-02-2012	2,400 CRDT RESOLV														
		10-30-2012	2,400 CRDT RESOLV														
		10-30-2012	2,400 CRDT RESOLV														
		Total:	16,800														
		Credit Resolved Total:														-7	-16,800.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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NEW YORK NY 10023

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MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

Contract No 394608	Contract Dt 08-01-2012	Revision Dt 12-07-2012	Rev# 10	Advertiser GILLIBRAND FOR SENATE 2012	Brand KIRSTEN GILLIBRAND FOR US SENATE	Product Code POLITICALS							Station/Market WABC – NEW YORK									
Agency Est# 11320			CMS # 240509	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 10-29-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 240509							
Line	Start Date	End Date	Time Period					Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
5	10-30-2012	11-01-2012	Agency CPE: E : 11320																			
			09:00AM – 10:57AM					DA AM DAYTIME 9AM-10:57AM (7437)	7	30		1		1					2	1,100	2	2,200.00
		<u>Cr Resolved</u> 10-30-2012	<u>Rate Reason</u> 1,100 CRDT RESOLV																			
		Total:	1,100																Credit Resolved Total:		-1	-1,100.00
6	10-31-2012	10-31-2012	10:58AM – 12:00PM					DA THE VIEW (10707)	7	30				1					1	3,500	1	3,500.00
7	10-29-2012	11-02-2012	12:15PM – 12:30PM					DA PM DAYTIME ROTATION 12NOON-4PM (7439)	7	30	1				1	1			3	1,400	3	4,200.00
		<u>Cr Resolved</u> 10-29-2012 11-02-2012	<u>Rate Reason</u> 1,400 CRDT RESOLV 1,400 CRDT RESOLV																			
		Total:	2,800																Credit Resolved Total:		-2	-2,800.00
8	10-30-2012	10-30-2012	12:30PM – 01:00PM					DA PM DAYTIME ROTATION 12NOON-4PM (7439)	7	30		1							1	1,400	1	1,400.00
		<u>Cr Resolved</u> 10-30-2012	<u>Rate Reason</u> 1,400 CRDT RESOLV																			
		Total:	1,400																Credit Resolved Total:		-1	-1,400.00
9	10-29-2012	11-02-2012	03:00PM – 03:59PM					DA KATIE COURIC M-F (12182)	7	30	1	1	1	1	1				5	1,700	5	8,500.00
		<u>Cr Resolved</u> 10-31-2012 10-30-2012 10-29-2012	<u>Rate Reason</u> 1,700 CRDT RESOLV 1,700 CRDT RESOLV 1,700 CRDT RESOLV																			
		Total:	5,100																Credit Resolved Total:		-3	-5,100.00

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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
394608	08-01-2012	12-07-2012	10	GILLIBRAND FOR SENATE 2012	KIRSTEN GILLIBRAND FOR US SENATE	POLITICALS	WABC - NEW YORK

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title							
11320			240509	PHILADELPHIA	D. PARKER	10-29-2012	11-04-2012	M (Broadcast Month, Cycle 1)	N	240509							
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$

10	10-29-2012	11-02-2012	Agency CPE: E : 11320															
			04:15PM - 04:59PM EN EWN AT 4PM M-F (11372)															
			7															
			30															
			2 2 2 2 2															
			10															
			1,500															
			10															
15,000.00																		
		Cr Resolved	Rate Reason															
		10-30-2012	1,500 CRDT RESOLV															
		11-02-2012	1,500 CRDT RESOLV															
		10-29-2012	1,500 CRDT RESOLV															
		10-29-2012	1,500 CRDT RESOLV															
		11-01-2012	1,500 CRDT RESOLV															
		Total:	7,500															
																Credit Resolved Total:	-5	-7,500.00

11	10-29-2012	11-02-2012	05:15PM - 05:55PM EN EWN AT 5PM M-F (7450)															
			7															
			30															
			2 2 2 2 2															
			10															
			2,400															
			10															
			24,000.00															
		Cr Resolved	Rate Reason															
		10-31-2012	2,400 CRDT RESOLV															
		10-30-2012	2,400 CRDT RESOLV															
		10-30-2012	2,400 CRDT RESOLV															
		11-01-2012	2,400 CRDT RESOLV															
		10-29-2012	2,400 CRDT RESOLV															
		Total:	12,000															
																Credit Resolved Total:	-5	-12,000.00

12	10-29-2012	11-02-2012	06:15PM - 06:30PM EN EWN AT 6P (CFB) (7442)															
			7															
			30															
			1 1 1 1 1															
			5															
			2,400															
			5															
			12,000.00															
		Cr Resolved	Rate Reason															
		10-30-2012	2,400 CRDT RESOLV															
		11-01-2012	2,400 CRDT RESOLV															
		10-29-2012	2,400 CRDT RESOLV															
		Total:	7,200															
																Credit Resolved Total:	-3	-7,200.00

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Contract No 394608		Contract Dt 08-01-2012		Revision Dt 12-07-2012		Rev# 10		Advertiser GILLIBRAND FOR SENATE 2012			Brand KIRSTEN GILLIBRAND FOR US SENATE			Product Code POLITICALS				Station/Market WABC – NEW YORK								
Agency Est# 11320			CMS # 240509		Sales Office PHILADELPHIA		Account Executive D. PARKER		Start Date 10-29-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 240509								
Line	Start Date	End Date	Time Period					Description					RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
13	10-29-2012	11-02-2012	Agency CPE: E : 11320											7	30	2	2	2	2	2			10	4,200	10	42,000.00
	Cr Resolved		Rate Reason																							
	10-30-2012		4,200 CRDT RESOLV																							
	10-29-2012		4,200 CRDT RESOLV																							
		Total:	8,400																							
15	10-29-2012	10-29-2012	10:00PM – 11:00PM PA MONDAY 10-11PM (7474)											7	30	1							1	12,000	1	12,000.00
	Cr Resolved		Rate Reason																							
	10-29-2012		12,000 CRDT RESOLV																							
		Total:	12,000																							
16	10-30-2012	10-30-2012	08:00PM – 09:00PM PA TUESDAY 8-9PM (7486)											7	30		1						1	18,000	1	18,000.00
	Cr Resolved		Rate Reason																							
	10-30-2012		18,000 CRDT RESOLV																							
		Total:	18,000																							
17	10-31-2012	10-31-2012	08:00PM – 09:00PM PA WEDNESDAY 8-9PM (7487)											7	30			1					1	11,000	1	11,000.00
18	11-02-2012	11-02-2012	10:00PM – 11:00PM PA FRIDAY 10-11PM (7503)											7	30					1			1	11,000	1	11,000.00
19	10-29-2012	11-02-2012	11:15PM – 11:35PM LN LATE NEWS CFB (7645)											7	30	1	1	1	1	1		5	4,700	5	23,500.00	
	Cr Resolved		Rate Reason																							
	10-29-2012		4,700 CRDT RESOLV																							
		Total:	4,700																							
21	11-04-2012	11-04-2012	11:15PM – 11:35PM LN LATE NEWS CFB (7645)											7	30							1	1	4,700	1	4,700.00

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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market										
394608	08-01-2012	12-07-2012	10	GILLIBRAND FOR SENATE 2012	KIRSTEN GILLIBRAND FOR US SENATE	POLITICALS	WABC – NEW YORK										
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
11320		240509	PHILADELPHIA	D. PARKER	10-29-2012	11-04-2012	M (Broadcast Month, Cycle 1)	N	240509								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11320																	
22	11-04-2012	11-04-2012	11:35PM – 12:00AM	TD SIGN-ON TO SIGN-OFF (7611)	7	30							1	1	2,000	1	2,000.00
23	10-30-2012	11-01-2012	11:35PM – 12:02AM	LF NIGHTLINE M-F (7453)	7	30		1	1	1				3	2,200	3	6,600.00
		Cr Resolved	Rate Reason														
		10-31-2012	2,200 CRDT RESOLV														
		10-30-2012	2,200 CRDT RESOLV														
		Total:	4,400											Credit Resolved Total:		-2	-4,400.00
24	11-03-2012	11-03-2012	06:15AM – 10:00AM	AM EWN SA/SU 6-10AM (7434)	7	30						5		5	400	5	2,000.00
25	11-04-2012	11-04-2012	09:00AM – 02:00PM	SP: MARATHON (12501)	7	30							1	1	6,500	1	6,500.00
	MG Group #	Preempted	Rate Reason		MG Description	Duration											
	336767	11-04-2012	6,500 PER STATION MANAGEMENT		1 X 30 @ \$6,500 S 08:00PM – 08:05PM – 11/03/12-11/03/12 (7510)	10	30					X		1	6,500	1	6,500.00
		Total:	6,500											Preempt Total:		-1	-6,500.00
26	11-02-2012	11-02-2012	09:00AM – 10:57AM	DA AM DAYTIME 9AM-10:57AM (7437)	7	30					1			1	1,100	1	1,100.00
27	10-31-2012	10-31-2012	09:00PM – 09:30PM	PE WEDNESDAY 9-10PM (7491)	10	30			1					1	27,000	1	27,000.00
28	11-02-2012	11-02-2012	09:00AM – 10:00AM	DA AM DAYTIME 9AM-10:57AM (7437)	7	30					1			1	1,800	1	1,800.00
29	11-02-2012	11-02-2012	10:00AM – 10:57AM	DA AM DAYTIME 9AM-10:57AM (7437)	7	30					1			1	1,600	1	1,600.00
30	11-02-2012	11-02-2012	10:58AM – 12:00PM	DA THE VIEW (10707)	7	30					1			1	3,500	1	3,500.00

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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market										
394608	08-01-2012	12-07-2012	10	GILLIBRAND FOR SENATE 2012	KIRSTEN GILLIBRAND FOR US SENATE	POLITICALS	WABC - NEW YORK										
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
11320		240509	PHILADELPHIA	D. PARKER	10-29-2012	11-04-2012	M (Broadcast Month, Cycle 1)	N	240509								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11320																	
31	11-02-2012	11-02-2012	12:30PM - 03:00PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)	7	30					1			1	1,500	1	1,500.00
		<u>Cr Resolved</u>	<u>Rate Reason</u>														
		11-02-2012	1,500 CRDT RESOLV														
		Total:	1,500														
														Credit Resolved Total:		-1	-1,500.00
32	11-02-2012	11-02-2012	03:00PM - 03:59PM	DA KATIE COURIC M-F (12182)	7	30					1			1	1,700	1	1,700.00
33	11-02-2012	11-02-2012	04:15PM - 04:59PM	EN EWN AT 4PM M-F (11372)	7	30					1			1	1,500	1	1,500.00
		<u>Cr Resolved</u>	<u>Rate Reason</u>														
		11-02-2012	1,500 CRDT RESOLV														
		Total:	1,500														
														Credit Resolved Total:		-1	-1,500.00
34	11-02-2012	11-02-2012	11:35PM - 12:02AM	LF NIGHTLINE M-F (7453)	7	30					1			1	2,200	1	2,200.00
35	11-03-2012	11-03-2012	11:30PM - 12:05AM	LN LATE NEWS CFB (7645)	7	30							1	1	2,000	1	2,000.00
36	11-02-2012	11-02-2012	12:02AM - 01:08AM	LF JIMMY KIMMEL LIVE (7455)	7	30					1			1	1,000	1	1,000.00
37	11-03-2012	11-04-2012	12:00AM - 01:05AM	TD SIGN-ON TO SIGN-OFF (7611)	7	30							2	2	400	4	1,600.00
38	11-04-2012	11-04-2012	07:00AM - 09:00AM	SP: PRE MARATHON COVERAGE (12502)	7	30							X	1	3,000	1	3,000.00
	<u>MG Group #</u>	<u>Preempted</u>	<u>Rate Reason</u>	<u>MG Description</u>		<u>Duration</u>											
	336768	11-04-2012	3,000 PER STATION MANAGEMENT	2 X 30 @ \$1,500 S 07:30PM - 08:00PM - 11/03/12-11/03/12 (7449)	10	30							X	2	1,500	2	3,000.00
		Total:	3,000														
		<u>Cr Resolved</u>	<u>Rate Reason</u>														
	336768	11-03-2012	1,500 CRDT RESOLV														
		Total:	1,500														
														Credit Resolved Total:		-1	-1,500.00

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Contract No 394608	Contract Dt 08-01-2012	Revision Dt 12-07-2012	Rev# 10	Advertiser GILLIBRAND FOR SENATE 2012	Brand KIRSTEN GILLIBRAND FOR US SENATE	Product Code POLITICALS								Station/Market WABC – NEW YORK						
Agency Est# 11320			CMS # 240509	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 10-29-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 240509				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
39	11-04-2012	11-04-2012	09:00AM – 02:00PM	SP: MARATHON (12501)				7	30							1	1	0	1	0.00
		Cr Resolved 11-04-2012	Rate Reason 0 CRDT RESOLV																	
			0														Credit Resolved Total:		-1	0.00
40	11-04-2012	11-04-2012	08:00PM – 09:00PM	PE SU 8-9PM (7499)				7	30							1	1	20,000	1	20,000.00
41	11-04-2012	11-04-2012	06:15PM – 07:30PM	EN EWN AT 6P (CFB) (7442)				7	30							1	1	2,400	1	2,400.00
42	11-04-2012	11-04-2012	11:15PM – 11:35PM	LN LATE NEWS CFB (7645)				7	30							2	2	4,700	2	9,400.00
43	11-04-2012	11-04-2012	11:35PM – 12:00AM	LN LATE NEWS CFB (7645)				7	30							1	1	2,000	1	2,000.00
44	11-03-2012	11-03-2012	06:15AM – 10:00AM	AM EWN SA/SU 6-10AM (7434)				7	30						2		2	400	2	800.00
																	Contracted Gross Total:		123	359,500.00
																	Actual Gross Total:		79	241,800.00
																	Agency Commission:			36,270.00
																	Net Total:			205,530.00
Month/YR			Preempted		Made Good		Contract Total		Adjustments								Actual Total			
Nov 12			9,500.00		9,500.00		359,500.00		117,700.00 CR								241,800.00			
TOTAL			9,500.00		9,500.00		359,500.00		117,700.00 CR								241,800.00			

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