



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: 10-02-2012 **PAGE:** 1 of 2

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

Contract No 397240		Contract Dt 08-30-2012	Revision Dt 10-01-2012	Rev# 1	Advertiser GILLIBRAND FOR SENATE 2012		Brand KIRSTEN GILLIBRAND FOR US SENATE		Product Code POLITICALS					Station/Market WABC – NEW YORK						
Agency Est# 11695			CMS # 242440	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 10-01-2012	End Date 10-07-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 242440						
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 : 11695																	
R 1	10-01-2012	10-03-2012	05:15AM – 05:56AM	AM EWN THIS MORNING 5–6AM (7426)			7	30	1		1					2	700	2	1,400.00	
2	10-01-2012	10-05-2012	06:15AM – 07:00AM	AM EWN THIS MORNING 6–7AM (7427)			7	30	1	1	1	1	1			5	1,600	5	8,000.00	
3	10-01-2012	10-05-2012	07:00AM – 09:00AM	AM GMA 7–9AM (7429)			7	30	1	2	1	2	2			8	2,000	8	16,000.00	
4	10-06-2012	10-06-2012	08:00AM – 09:00AM	AM EWN SA/SU 6–10AM (7434)			7	30						1		1	700	1	700.00	
5	10-07-2012	10-07-2012	07:15AM – 08:00AM	AM EWN SA/SU 6–10AM (7434)			7	30							1	1	700	1	700.00	
6	10-03-2012	10-03-2012	09:00AM – 10:00AM	DA AM DAYTIME 9AM–10:57AM (7437)			7	30			1					1	1,500	1	1,500.00	
7	10-05-2012	10-05-2012	10:58AM – 12:00PM	DA THE VIEW (10707)			7	30					1			1	3,500	1	3,500.00	
8	10-01-2012	10-01-2012	12:15PM – 12:30PM	DA PM DAYTIME ROTATION 12NOON–4PM (7439)			7	30	1							1	1,400	1	1,400.00	
9	10-02-2012	10-02-2012	12:30PM – 01:00PM	DA PM DAYTIME ROTATION 12NOON–4PM (7439)			7	30		1						1	1,400	1	1,400.00	
10	10-07-2012	10-07-2012	09:15AM – 10:00AM	AM EWN SA/SU 6–10AM (7434)			7	30							1	1	700	1	700.00	
R 11	10-01-2012	10-05-2012	03:00PM – 03:59PM	DA KATIE COURIC M–F (12182)			7	30	1		1		1			3	1,500	3	4,500.00	
12	10-02-2012	10-04-2012	04:15PM – 04:59PM	EN EWN AT 4PM M–F (11372)			7	30		1		1				2	1,100	2	2,200.00	
R 13	10-01-2012	10-05-2012	05:15PM – 05:55PM	EN EWN AT 5PM M–F (7450)			7	30	1	1	1	1	1			5	2,000	5	10,000.00	
R 14	10-01-2012	10-05-2012	06:15PM – 06:30PM	EN EWN AT 6P (CFB) (7442)			7	30	1	1	1	1	1			5	2,000	5	10,000.00	
15	10-01-2012	10-05-2012	07:00PM – 08:00PM	PA JEOPARDY/WHEEL (7446)			7	30	1	1	2	1	2			7	4,000	7	28,000.00	

This agreement is subject to the terms and conditions indicated above.

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



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Contract No 397240		Contract Dt 08-30-2012		Revision Dt 10-01-2012		Rev# 1		Advertiser GILLIBRAND FOR SENATE 2012			Brand KIRSTEN GILLIBRAND FOR US SENATE			Product Code POLITICALS			Station/Market WABC – NEW YORK												
Agency Est# 11695				CMS # 242440		Sales Office PHILADELPHIA		Account Executive D. PARKER			Start Date 10-01-2012		End Date 10-07-2012		Billing M (Broadcast Month, Cycle 1)			Package N		Contract Title 242440									
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 : 11695																													
16	10-02-2012	10-02-2012	08:00PM – 09:00PM		PE TUESDAY 8-9PM (7486)							7	30	1									1	18,000	1	18,000.00			
17	10-04-2012	10-04-2012	09:00PM – 10:00PM		PE THURSDAY 9-10PM (7496)							7	30			1									1	20,000	1	20,000.00	
18	10-07-2012	10-07-2012	10:00PM – 11:00PM		PE SU 10-11PM (7485)							7	30								1	1	15,000	1	15,000.00				
19	10-01-2012	10-05-2012	11:15PM – 11:35PM		LN LATE NEWS CFB (7645)							7	30	1	1	1	1	1								5	4,500	5	22,500.00
20	10-04-2012	10-04-2012	11:35PM – 12:02AM		LF NIGHTLINE M-F (7453)							7	30			1									1	2,200	1	2,200.00	
21	10-03-2012	10-04-2012	12:15PM – 12:30PM		DA PM DAYTIME ROTATION 12NOON-4PM (7439)							7	30			1		1								2	1,400	2	2,800.00
																						Contracted Gross Total:		55		170,500.00			
																						Actual Gross Total:		55		170,500.00			
																						Agency Commission:				25,575.00			
																						Net Total:				144,925.00			
Month/YR			Preempted			Made Good			Contract Total			Adjustments			Actual Total														
Oct 12			0.00			0.00			170,500.00			0.00			170,500.00														
TOTAL			0.00			0.00			170,500.00			0.00			170,500.00														

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