



WTNH
 8 Elm Street
 New Haven, CT 06510
 (203) 784-8888

CONTRACT

<u>Contract / Revision</u> 196898 /		<u>Alt Order #</u> 06839740
<u>Product</u> NEW DIRECTION PROJEC		
<u>Contract Dates</u> 08/09/12 - 08/13/12		<u>Estimate #</u>
<u>Advertiser</u> POL/New Direction Project		<u>Original Date / Revision</u> 08/08/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NDRT	<u>Product Code</u>
<u>Agency Ref</u> IN2865/SP5324/AL107		<u>Advertiser Ref</u>

And:

Luc Inc
 25 Whitlock Place
 Suite 200
 Marietta, GA 30064
 USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	08/10/12	08/10/12	News 8 @ 5a-6a	5a-6a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$600.00			
N 2	WTNH	08/10/12	08/10/12	News 8 @ 6a	6a-7a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$750.00			
N 3	WTNH	08/13/12	08/13/12	News 8 @ 6a	6a-7a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 4	WTNH	08/09/12	08/10/12	GMA	7a-9a		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$800.00			
N 5	WTNH	08/13/12	08/13/12	GMA	7a-9a		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$800.00			
N 6	WTNH	08/10/12	08/10/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$600.00			
N 7	WTNH	08/10/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$1,000.00			
N 8	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
N 9	WTNH	08/10/12	08/10/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$1,000.00			
N 10	WTNH	08/13/12	08/13/12	News 8 5p-6p	5p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,000.00			
N 11	WTNH	08/13/12	08/13/12	M-F 7p-730p	7p-730p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$3,000.00			
N 12	WTNH	08/13/12	08/13/12	M-F 730p-8p	730p-8p		:30			NM	1	\$2,500.00

(* 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.



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<u>Contract / Revision</u> 196898 /	<u>Alt Order #</u> 06839740
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<u>Contract Dates</u> 08/09/12 - 08/13/12	<u>Product</u> NEW DIRECTION PRO.	<u>Estimate #</u>
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<u>Advertiser</u> POL/New Direction Proje	<u>Original Date / Revision</u> 08/08/12 / 08/08/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$2,500.00			
N 13	WTNH	08/11/12	08/11/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$600.00			
N 14	WTNH	08/11/12	08/11/12	Sa 7p-730p	7p-730p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$650.00			
N 15	WTNH	08/12/12	08/12/12	Su Good Morning	6a-8a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				2	\$450.00			
N 16	WTNH	08/12/12	08/12/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$750.00			
N 17	WTNH	08/12/12	08/12/12	GMA SaSu	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$600.00			
N 18	WTNH	08/09/12	08/10/12	M-F 9a-10a	9a-10a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$600.00			
N 19	WTNH	08/13/12	08/13/12	M-F 9a-10a	9a-10a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
N 20	WTNH	08/10/12	08/10/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				1	\$750.00			
N 21	WTNH	08/13/12	08/13/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 22	WTNH	08/13/12	08/13/12	Nightline	1135p-120630a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$750.00			
N 23	WTNH	08/13/12	08/13/12	News 8 Noon	12p-1230p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$600.00			
Totals											26	\$22,750.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/13/12	26	\$22,750.00	\$19,337.50
Totals	26	\$22,750.00	\$19,337.50

Signature: _____ Date: _____

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Station WTNH-TV NEW HAVEN, CT. Agency () LUC, INC. Rep Firm () PHILADELPHIA
 Advertiser () NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office () KATE BRADY
 Product NEW DIRECTION PROJEC MARIETTA, GA 30064 Salesperson ()
 Estimate# Agency C/P1/P2/E 08/09/2012 - 08/13/2012 Salesperson Phone# 215-567-6005
 Buyer DEVON PRESCOD Flight Dates Hiatus Weeks Salesperson FAX# 215-567-5938
 Phone#
 Fax#

--- CONTRACT COMMENT ---
 NEW DIRECTION PROJECT SC=*

--- REMARKS ---
 THIS IS A NEW ORDER
 CLIENT: NEW DIRECTION PROJECT
 OUR TOTAL IS \$22750
 PLS CONFIRM
 THANKS KELLY

CF 8/8

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	08/10-08/10	F	530A-6A	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: GOOD MRN CT												
2	08/10-08/10	F	6A-7A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: GOOD MRN CT												
3	08/13-08/13	M	6A-7A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: GOOD MRN CT												
4	08/09-08/10	TH-F	7A-9A	2	:30	\$800.00		2		1	\$1,600.00	
Buyline Comment: GMA												
5	08/13-08/13	M	7A-9A	1	:30	\$800.00		1		1	\$800.00	
Buyline Comment: GMA												
6	08/10-08/10	F	12P-1230P	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: NEWS												
7	08/10-08/10	F	5P-530P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: NEWS												

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 Advertiser () NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office ()
 Product NEW DIRECTION PROJEC MARIETTA, GA 30064 Salesperson () KATE BRADY
 Estimate# Agency C/P1/P2/E Flight Dates 08/09/2012 - 08/13/2012 Salesperson Phone# 215-567-6005
 Buyer DEVON PRESCOD Hiatus Weeks Salesperson FAX# 215-567-5938
 Phone#
 Fax#

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
8	08/13-08/13	M	5P-530P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS											
9	08/10-08/10	F	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS											
10	08/13-08/13	M	530P-6P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: NEWS											
11	08/13-08/13	M	7P-730P	1	:30	\$3,000.00		1		1	\$3,000.00	
	Buyline Comment: JEGOPARDY											
12	08/13-08/13	M	730P-8P	1	:30	\$2,500.00		1		1	\$2,500.00	
	Buyline Comment: WHEEL OF FORTUNE											
13	08/11-08/11	SA	8A-9A	1	:30	\$600.00		1		1	\$600.00	
	Buyline Comment: GMA WKEND											
14	08/11-08/11	SA	7P-730P	1	:30	\$650.00		1		1	\$650.00	
	Buyline Comment: JEGOPARDY											
15	08/12-08/12	SU	6A-8A	2	:30	\$450.00		2		1	\$900.00	
	Buyline Comment: GD MRN CT WKEND											
16	08/12-08/12	SU	9A-10A	1	:30	\$750.00		1		1	\$750.00	
	Buyline Comment: THIS WEEK											
17	08/12-08/12	SU	8A-9A	1	:30	\$600.00		1		1	\$600.00	
	Buyline Comment: GMA WKEND											
18	08/09-08/10	TH-F	9A-10A	2	:30	\$600.00		2		1	\$1,200.00	
	Buyline Comment: DR PHIL											

Station WTNH-TV NEW HAVEN, CT.
 Advertiser () NEW DIRECTION PROJE
 Product NEW DIRECTION PROJEC
 Estimate#
 Buyer DEVON PRESCOD
 Phone#
 Fax#

Agency () LUC, INC.
 25 WHITLOCK PLACE, 2ND FL
 MARIETTA, GA 30064
 Agency C/P1/P2/E
 Flight Dates 08/09/2012 - 08/13/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () KATE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
19	08/13-08/13	M	9A-10A	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: DR PHIL												
20	08/10-08/10	F	11A-12P	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THE VIEW												
21	08/13-08/13	M	11A-12P	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: THE VIEW												
22	08/13-08/13	M	1135P-1205A	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: NIGHTLINE												
23	08/13-08/13	M	12P-1230P	1	:30	\$600.00		1		1	\$600.00	
Buyline Comment: NEWS												

---REPORT TOTALS---
 Report Totals: 26 / \$22,750.00

---SALES MONTHLY TOTALS---

Aug 12: 26 / \$22,750.00
 Sales Totals: 26 / \$22,750.00
 Station Totals: 26 / \$22,750.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	CABL 0%	WCCT 0%	WCTX 0%	WFSB 50%	WHCT 0%
\$74,322	WRDM 0%	WTIC 8%	WTNH 30%	WUVN 0%	WVIT 10%
	XXX 0%				

Books null
 Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WTNH - TV New Haven, CT	Date: 08/08/2012
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I, Devon Prescod
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

SEE ATTACHED

Date of First Broadcast: 08/09/2012

Date of Last Broadcast: 08/13/2012

Total Charges: \$*****19,337.50 NET

This broadcast time will be used by: New Direction Project

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes No



