

# CONTRACT



**WPIX-TV**  
**220 East 42nd Street**  
**New York, NY 10017**  
**(212) 949-1100**

And:

**Media Fortitude Partners**  
**30 Newport Pkwy #2110**  
**Jersey City, NJ 07310**

<u>Contract / Revision</u> 721522 /		<u>Alt Order #</u> 09193799
<u>Product</u> <b>HOCHUL FOR LIEUT GOV</b>		
<u>Contract Dates</u> <b>08/14/18 - 08/30/18</b>		<u>Estimate #</u>
<u>Advertiser</u> <b>Hochul/D/Lt. Gov/NY</b>		<u>Original Date / Revision</u> 08/13/18 / 08/14/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WPIX-TV</b>	<u>Account Executive</u> Nick Welte	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 35.30
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<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	11	08/15/18	08/17/18	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	-- WTF--				4	\$400.00	0.40			
N 2	11	08/20/18	08/20/18	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	1-----				1	\$400.00	0.40			
N 3	11	08/21/18	08/24/18	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-TWTF--				4	\$400.00	0.40			
N 4	11	08/27/18	08/30/18	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	M--T---				2	\$400.00	0.40			
N 5	11	08/16/18	08/16/18	M-F 630a-7a	6:30 AM-7:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	---1---				1	\$600.00	0.50			
N 7	11	08/20/18	08/20/18	M-F 630a-7a	6:30 AM-7:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	1-----				1	\$600.00	0.50			
N 8	11	08/23/18	08/23/18	M-F 630a-7a	6:30 AM-7:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	---1---				1	\$600.00	0.50			
N 10	11	08/27/18	08/27/18	M-F 630a-7a	6:30 AM-7:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	1-----				1	\$600.00	0.50			
N 11	11	08/17/18	08/17/18	M-F 7a-730a	7:00 AM-7:30 AM		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	----1--				1	\$625.00	0.60			
N 13	11	08/24/18	08/24/18	M-F 7a-730a	7:00 AM-7:30 AM		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	----1--				1	\$625.00	0.60			
N 15	11	08/16/18	08/17/18	M-F 730a-8a	7:30 AM-8:00 AM		:30				NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	---TF--				2	\$625.00	0.60			
N 17	11	08/20/18	08/20/18	M-F 730a-8a	7:30 AM-8:00 AM		:30				NM	1	\$625.00

(\* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



**WPIX-TV**  
**220 East 42nd Street**  
**New York, NY 10017**  
**(212) 949-1100**

<u>Contract / Revision</u> 721522 /		<u>Alt Order #</u> 09193799
<u>Contract Dates</u> 08/14/18 - 08/30/18		<u>Product</u> HOCHUL FOR LIEUT GOV
<u>Advertiser</u> Hochul/D.Lt. Gov/NY		<u>Estimate #</u> 
		<u>Original Date / Revision</u> 08/13/18 / 08/14/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	1-----				1	\$625.00	0.60			
N 18	11	08/23/18	08/23/18	M-F 730a-8a	7:30 AM-8:00 AM		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	---1---				1	\$625.00	0.60			
N 20	11	08/27/18	08/27/18	M-F 730a-8a	7:30 AM-8:00 AM		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	1-----				1	\$625.00	0.60			
N 21	11	08/17/18	08/17/18	M-F 8a-830a	8:00 AM-8:30 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	----1--				1	\$600.00	0.60			
N 23	11	08/24/18	08/24/18	M-F 8a-830a	8:00 AM-8:30 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	----1--				1	\$600.00	0.60			
N 25	11	08/27/18	08/27/18	M-F 8a-830a	8:00 AM-8:30 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	1-----				1	\$600.00	0.60			
N 26	11	08/16/18	08/16/18	M-F 830a-9a	8:30 AM-9:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	---1---				1	\$600.00	0.60			
N 28	11	08/23/18	08/24/18	M-F 830a-9a	8:30 AM-9:00 AM		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	---TF--				2	\$600.00	0.60			
N 30	11	08/16/18	08/17/18	M-F 6:05 PM-6:27 PM	6:05 PM-6:27 PM		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	---TF--				2	\$550.00	0.50			
N 32	11	08/23/18	08/23/18	M-F 6:05 PM-6:27 PM	6:05 PM-6:27 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	---1---				1	\$550.00	0.50			
N 34	11	08/27/18	08/27/18	M-F 6:05 PM-6:27 PM	6:05 PM-6:27 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	1-----				1	\$550.00	0.50			
N 35	11	08/15/18	08/17/18	M-F 10p-1030p	10:00 PM-10:30 PM		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	--W-F--				2	\$1,000.00	0.70			
N 36	11	08/19/18	08/19/18	Su 10p-1030p	10:00 PM-10:30 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	-----1				1	\$1,000.00	0.70			
N 37	11	08/21/18	08/23/18	M-F 10p-1030p	10:00 PM-10:30 PM		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-T-T---				2	\$1,000.00	0.70			
N 38	11	08/25/18	08/25/18	Sa 10p-1030p	10:00 PM-10:30 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-----1-				1	\$1,000.00	0.70			
N 39	11	08/27/18	08/29/18	M-F 10p-1030p	10:00 PM-10:30 PM		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	M-W---				2	\$1,000.00	0.70			
N 40	11	08/14/18	08/14/18	M-F 1030p-11p	10:30 PM-11:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	-1-----				1	\$1,000.00	0.70			
N 41	11	08/18/18	08/18/18	Sa 1030p-11p	10:30 PM-11:00 PM		:30				NM	1	\$1,000.00

(\* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



**WPIX-TV**  
**220 East 42nd Street**  
**New York, NY 10017**  
**(212) 949-1100**

<u>Contract / Revision</u> 721522 /		<u>Alt Order #</u> 09193799
<u>Contract Dates</u> 08/14/18 - 08/30/18		<u>Product</u> HOCHUL FOR LIEUT GOV
<u>Advertiser</u> Hochul/D.Lt. Gov/NY		<u>Estimate #</u> 
		<u>Original Date / Revision</u> 08/13/18 / 08/14/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	-----1-				1	\$1,000.00	0.70			
N 42	11	08/22/18	08/22/18	M-F 1030p-11p	10:30 PM-11:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	--1----				1	\$1,000.00	0.70			
N 43	11	08/26/18	08/26/18	Su 1030p-11p	10:30 PM-11:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-----1				1	\$1,000.00	0.70			
N 44	11	08/30/18	08/30/18	M-F 6:05 PM-6:27 PM	6:05 PM-6:27 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	---1---				1	\$550.00	0.50			
N 45	11	08/30/18	08/30/18	M-F 830a-8a	8:30 AM-9:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	---1---				1	\$600.00	0.60			
N 46	11	08/30/18	08/30/18	M-F 8a-830a	8:00 AM-8:30 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	---1---				1	\$600.00	0.60			
N 47	11	08/30/18	08/30/18	M-F 730a-8a	7:30 AM-8:00 AM		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	---1---				1	\$625.00	0.60			
N 48	11	08/30/18	08/30/18	M-F 7a-730a	7:00 AM-7:30 AM		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	---1---				1	\$625.00	0.60			
N 49	11	08/30/18	08/30/18	M-F 630a-7a	6:30 AM-7:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/18	09/02/18	---1---				1	\$600.00	0.50			
N 50	11	08/17/18	08/17/18	M-F 630a-7a	6:30 AM-7:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	----1--				1	\$600.00	0.50			
N 51	11	08/20/18	08/21/18	M-F 630a-7a	6:30 AM-7:00 AM		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	MT-----				2	\$600.00	0.50			
N 52	11	08/15/18	08/16/18	M-F 7a-730a	7:00 AM-7:30 AM		:30				NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/18	08/19/18	--WT---				2	\$625.00	0.60			
N 53	11	08/21/18	08/22/18	M-F 730a-8a	7:30 AM-8:00 AM		:30				NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	-TW----				2	\$625.00	0.60			
N 54	11	08/20/18	08/21/18	M-F 8a-830a	8:00 AM-8:30 AM		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	MT-----				2	\$600.00	0.60			
N 55	11	08/20/18	08/21/18	M-F 830a-9a	8:30 AM-9:00 AM		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	MT-----				2	\$600.00	0.60			
N 56	11	08/20/18	08/21/18	M-F 6:05 PM-6:27 PM	6:05 PM-6:27 PM		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/18	08/26/18	MT-----				2	\$550.00	0.50			
<b>Totals</b>								<b>35.30</b>				<b>63</b>	<b>\$40,375.00</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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



**WPIX-TV**  
**220 East 42nd Street**  
**New York, NY 10017**  
**(212) 949-1100**

<u>Contract / Revision</u>	<u>Alt Order #</u>
721522 /	09193799

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/14/18 - 08/30/18	HOCHUL FOR LIEUT GOV	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hochul/D/Lt. Gov/NY	08/13/18 / 08/14/18

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/30/18 - 08/26/18	49	\$31,600.00	(\$4,740.00)	\$26,860.00
08/27/18 - 08/30/18	14	\$8,775.00	(\$1,316.25)	\$7,458.75
<b>Totals</b>	<b>63</b>	<b>\$40,375.00</b>	<b>(\$6,056.25)</b>	<b>\$34,318.75</b>

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

(\* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.