



WROC  
201 Humboldt St  
Rochester, NY 14610

Buying Time  
2715 M Street W  
Ste 400  
Washington, DC 20007

**Contract # 1416039**  
**Schedule Dates** 10/04/16-10/10/16  
**Advertiser** Louise Slaughter/Congress/Democrat/New York (4  
**Agency** Buying Time (10126)  
**Product** Political - US Congress (1076)  
**Brand** EST 4890/793/803 (554602)  
**Salesperson** Katz - Washington DC, Washington DC (1179)  
**Sales Office** Katz - Washington DC  
**Buyer Name** Kate Kiehn,  
**Phone/Fax** /  
**CPE** 793/803/4890  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Political

**Date Entered** 08/26/16  
**Last Modified** 09/28/16  
**Entered By** Laura Keil  
**CO-OP** No  
**Headline #** ECR25273713  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,237.50  
**Net Total** \$24,012.50  
**Sales Tax**

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Oct. 2016	66	\$28,250.00
<b>Grand Total:</b>	<b>66</b>	<b>\$28,250.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	4:59A- NEWS 8 AT SUNRISE 5AM	1		X						1	\$150.00	\$150.00	Rochester (WROC)	NEWS 8 @ SUNRISE 5A	8/26/16
2.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	4:59A- NEWS 8 AT SUNRISE 5AM	1			X					1	\$150.00	\$150.00	Rochester (WROC)	NEWS 8 @ SUNRISE 5A	8/26/16
3.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	4:59A- NEWS 8 AT SUNRISE 5AM	1				X				1	\$150.00	\$150.00	Rochester (WROC)	NEWS 8 @ SUNRISE 5A	8/26/16
4.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	4:59A- NEWS 8 AT SUNRISE 5AM	1					X			1	\$150.00	\$150.00	Rochester (WROC)	NEWS 8 @ SUNRISE 5A	8/26/16
5.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	4:59A- NEWS 8 AT SUNRISE 5AM	1	X							1	\$150.00	\$150.00	Rochester (WROC)	NEWS 8 @ SUNRISE 5A	8/26/16
6.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	5:58A- NEWS 8 AT SUNRISE 6AM	1		X						1	\$265.00	\$265.00	Rochester (WROC)	NEWS 8 @ SUNRISE 6A	8/26/16
7.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	5:58A- NEWS 8 AT SUNRISE 6AM	1			X					1	\$265.00	\$265.00	Rochester (WROC)	NEWS 8 @ SUNRISE 6A	8/26/16
8.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	5:58A- NEWS 8 AT SUNRISE 6AM	1				X				1	\$265.00	\$265.00	Rochester (WROC)	NEWS 8 @ SUNRISE 6A	8/26/16
9.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	5:58A- NEWS 8 AT SUNRISE 6AM	1					X			1	\$265.00	\$265.00	Rochester (WROC)	NEWS 8 @ SUNRISE 6A	8/26/16

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Comments:

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**Buyer Name** Kate, Klebahn,  
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10.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	5:58A- NEWS 8 AT SUNRISE 6AM	1	X							1	\$255.00	\$255.00	Rochester (WROC)	NEWS 8 @ SUNRISE 6A	8/26/16
11.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	7A- CBS THIS MORNING	1		X						1	\$265.00	\$265.00	Rochester (WROC)	CBS THIS MORNING	8/26/16
12.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	7A- CBS THIS MORNING	1			X					1	\$265.00	\$265.00	Rochester (WROC)	CBS THIS MORNING	8/26/16
13.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	7A- CBS THIS MORNING	1				X				1	\$265.00	\$265.00	Rochester (WROC)	CBS THIS MORNING	8/26/16
14.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	7A- CBS THIS MORNING	1					X			1	\$265.00	\$265.00	Rochester (WROC)	CBS THIS MORNING	8/26/16
15.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	7A- CBS THIS MORNING	1	X							1	\$265.00	\$265.00	Rochester (WROC)	CBS THIS MORNING	8/26/16
20.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	11:59A- NEWS 8 AT NOON	1		X						1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT NOON	8/26/16
21.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	11:59A- NEWS 8 AT NOON	1			X					1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT NOON	8/26/16
22.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	11:59A- NEWS 8 AT NOON	1				X				1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT NOON	8/26/16
23.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	11:59A- NEWS 8 AT NOON	1					X			1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT NOON	8/26/16
25.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	10:57A- THE PRICE IS RIGHT	1		X						1	\$250.00	\$250.00	Rochester (WROC)	PRICE IS RIGHT	8/26/16
26.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	10:57A- THE PRICE IS RIGHT	1			X					1	\$250.00	\$250.00	Rochester (WROC)	PRICE IS RIGHT	8/26/16

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**Entered By** Laura Keil  
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**Headline #** ECR25273713  
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27.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	10:57A- THE PRICE IS RIGHT	1				X				1	\$250.00	\$250.00	Rochester (WROC)	PRICE IS RIGHT	8/26/16
28.0	Revised Line / SPOT	10/07/16-10/07/16	4	:30	10:57A- THE PRICE IS RIGHT	1					X			1	\$250.00	\$250.00	Rochester (WROC)	PRICE IS RIGHT	8/26/16
28.1	Normal Line / SPOT	10/07/16-10/07/16	4	:30	10:57A- THE PRICE IS RIGHT	2					X			2	\$250.00	\$500.00	Rochester (WROC)	PRICE IS RIGHT; INCREASE TO 2X30 MIN SEP	9/28/16
29.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	10:57A- THE PRICE IS RIGHT	1	X							1	\$250.00	\$250.00	Rochester (WROC)	PRICE IS RIGHT	8/26/16
30.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	4P- NEWS 8 FIRST AT 4	1		X						1	\$180.00	\$180.00	Rochester (WROC)	NEWS 8 FIRST AT 4	8/26/16
31.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	4P- NEWS 8 FIRST AT 4	1			X					1	\$180.00	\$180.00	Rochester (WROC)	NEWS 8 FIRST AT 4	8/26/16
32.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	4P- NEWS 8 FIRST AT 4	1				X				1	\$180.00	\$180.00	Rochester (WROC)	NEWS 8 FIRST AT 4	8/26/16
33.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	4P- NEWS 8 FIRST AT 4	1					X			1	\$180.00	\$180.00	Rochester (WROC)	NEWS 8 FIRST AT 4	8/26/16
34.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	4P- NEWS 8 FIRST AT 4	1	X							1	\$180.00	\$180.00	Rochester (WROC)	NEWS 8 FIRST AT 4	8/26/16
35.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	5:30P- NEWS 8 AT 530	1			X					1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT 530	8/26/16
36.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	5:30P- NEWS 8 AT 530	1				X				1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT 530	8/26/16
37.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	5:30P- NEWS 8 AT 530	1				X				1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT 530	8/26/16

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**CO-OP** No  
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**Demo**  
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38.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	5:30P- NEWS 8 AT 530	1					X			1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT 530	8/26/16
39.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	5:30P- NEWS 8 AT 530	1	X							1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT 530	8/26/16
40.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	4:58P- NEWS 8 AT 5	1		X						1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT 5	8/26/16
41.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	4:58P- NEWS 8 AT 5	1			X					1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT 5	8/26/16
42.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	4:58P- NEWS 8 AT 5	1				X				1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT 5	8/26/16
43.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	4:58P- NEWS 8 AT 5	1					X			1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT 5	8/26/16
44.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	4:58P- NEWS 8 AT 5	1	X							1	\$225.00	\$225.00	Rochester (WROC)	NEWS 8 AT 5	8/26/16
45.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	5:58P- NEWS 8 AT 6	1		X						1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 6	8/26/16
46.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	5:58P- NEWS 8 AT 6	1			X					1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 6	8/26/16
47.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	5:58P- NEWS 8 AT 6	1				X				1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 6	8/26/16
48.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	5:58P- NEWS 8 AT 6	1					X			1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 6	8/26/16
49.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	5:58P- NEWS 8 AT 6	1	X							1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 6	8/26/16
50.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	7:28P- JEOPARDY!	1		X						1	\$900.00	\$900.00	Rochester (WROC)	JEOPARDY	8/26/16
51.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	7:28P- JEOPARDY!	1			X					1	\$900.00	\$900.00	Rochester (WROC)	JEOPARDY	8/26/16

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52.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	7:30P-8P (EST)	1				X				1	\$900.00		Rochester (WROC)	JEOPARDY - NA WHEN BOOKED	8/26/16
52.0.1	Closed Preempt	10/06/16															Rochester (WROC)	Program Change/Spot - NFL Pregame	
53.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	7:28P- JEOPARDY	1					X			1	\$900.00	\$900.00	Rochester (WROC)	JEOPARDY	8/26/16
54.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	7:28P- JEOPARDY	1	X							1	\$900.00	\$900.00	Rochester (WROC)	JEOPARDY	8/26/16
55.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	6:58P- WHEEL OF FORTUNE	1		X						1	\$900.00	\$900.00	Rochester (WROC)	WHEEL OF FORTUNE	8/26/16
56.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	6:58P- WHEEL OF FORTUNE	1			X					1	\$900.00	\$900.00	Rochester (WROC)	WHEEL OF FORTUNE	8/26/16
57.0	Normal Line / SPOT	10/06/16-10/06/16	4	:30	6:58P- WHEEL OF FORTUNE	1				X				1	\$900.00	\$900.00	Rochester (WROC)	WHEEL OF FORTUNE	8/26/16
58.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	6:58P- WHEEL OF FORTUNE	1					X			1	\$900.00	\$900.00	Rochester (WROC)	WHEEL OF FORTUNE	8/26/16
59.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	6:58P- WHEEL OF FORTUNE	1	X							1	\$900.00	\$900.00	Rochester (WROC)	WHEEL OF FORTUNE	8/26/16
60.0	Normal Line / SPOT	10/09/16-10/09/16	4	:30	7:30P- 60 minutes	1							X	1	\$2,600.00	\$2,600.00	Rochester (WROC)	60 MINUTES	8/26/16
61.0	Normal Line / SPOT	10/09/16-10/09/16	4	:30	8:30P- NCIS: Los Angeles	1							X	1	\$1,700.00	\$1,700.00	Rochester (WROC)	NCIS: LA	8/26/16
61.0.1	Closed Preempt	10/09/16															Rochester (WROC)	Program Change/Exception	

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62.0	Normal Line / SPOT	10/07/16-10/07/16	4	:30	9p- Hawaii Five-O	1					X			1	\$1,100.00	\$1,100.00	Rochester (WROC)	HAWAII 5-O	8/26/16
63.0	Normal Line / SPOT	10/04/16-10/04/16	4	:30	11p- NEWS 8 AT 11	1		X						1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 11	8/26/16
64.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	11p- NEWS 8 AT 11	1			X					1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 11	8/26/16
65.0	Revised Line / SPOT	10/06/16-10/06/16	4	:30	11:15p- NEWS 8 AT 11	1				X				1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 11	8/26/16
65.1	Normal Line / SPOT	10/07/16-10/07/16	4	:30	11p- NEWS 8 AT 11	1					X			1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 11: MV 1X FR TH TO FR STD NCIR	9/28/16
66.0	Normal Line / SPOT	10/10/16-10/10/16	4	:30	11p- NEWS 8 AT 11	1	X							1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 11	8/26/16
67.0	Normal Line / SPOT	10/09/16-10/09/16	4	:30	6p- 6:30P (EST)	1							X	1	\$450.00	\$450.00	Rochester (WROC)	NEWS 8 AT 6 - NA WHEN BOOKED	8/26/16
67.0.1	Closed Preempt	10/09/16															Rochester (WROC)	Program Change/Exception	
68.0	Normal Line / SPOT	10/08/16-10/08/16	4	:30	7p- 7:30P (EST)	1						X		1	\$300.00	\$300.00	Rochester (WROC)	WHEEL - NA WHEN BOOKED	8/26/16
68.0.1	Closed Preempt	10/08/16															Rochester (WROC)	Program Change/Spot	
69.0	Normal Line / SPOT	10/08/16-10/08/16	4	:30	9a- CBS THIS MORNING: SATURDAY	1						X		1	\$300.00	\$300.00	Rochester (WROC)	CBS EARLY SHOW	8/26/16

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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See the back of this document for Advertising Contract Terms and Conditions



WROC  
201 Humboldt St  
Rochester, NY 14610

Buying Time  
2715 M Street W  
Ste 400  
Washington, DC 20007

# Contract # 1416039

Schedule Dates	10/04/16-10/10/16	Date Entered	08/26/16
Advertiser	Louise Slaughter/Congress/Democrat/New York (4	Last Modified	09/28/16
Agency	Buying Time (10126)	Entered By	Laura Keil
Product	Political - US Congress (1076)	CO-OP	No
Brand	EST 4890/793/803 (554602)	Headline #	ECR25273713
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	Kate, Klebahn,	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	793/803/4890	Commission	\$4,237.50
Account Types	National/Political	Net Total	\$24,012.50
Billing Type	Standard	Sales Tax	
Comments	Political		

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Oct. 2016	66	\$28,250.00
Grand Total:	66	\$28,250.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
70.0	Normal Line / SPOT	10/08/16-10/08/16	4	:30	7P- NEWS 8 AT 6 SAT	1						X		1	\$250.00	\$250.00	Rochester (WROC)	NEWS 8 AT 6	8/26/16
71.0	Normal Line / SPOT	10/08/16-10/08/16	4	:30	7:30P- JEOPARDY!	1						X		1	\$300.00	\$300.00	Rochester (WROC)	JEOPARDY	8/26/16
72.0	Normal Line / SPOT	10/05/16-10/05/16	4	:30	10P- Code Black				1					1	\$1,400.00	\$1,400.00	Rochester (WROC)	CODE BLACK	9/28/16
73.0	M/G For 61.0.1 / SPOT	10/07/16-10/07/16	4	:30	9P- Hawaii Five-O	1					X			1	\$1,100.00	\$1,100.00	Rochester (WROC)	NCIS: LA: 1X: MG 1X HAWAII FIVE O 10/7, PART OF MG PKG #3	9/28/16
74.0	Normal Line / SPOT	10/08/16-10/08/16	4	:30	9:58P- 48 HOURS	1						X		1	\$600.00	\$600.00	Rochester (WROC)	NCIS: LA: 1X: MG 1X 48 HOURS SAT 10/8, PART OF MG PKG #3	9/28/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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