



WROC
201 Humboldt St
Rochester, NY 14610

Mark Guma Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1457515

| | | | |
|----------------|---|---------------|-------------|
| Schedule Dates | 11/02/16-11/07/16 | Date Entered | 11/01/16 |
| Advertiser | Adam Bello/County Clerk/Democrat/NY (83969) | Last Modified | 11/07/16 |
| Agency | Mark Guma Communications (11059) | Entered By | Laura Keil |
| Product | Political - Candidate Other (1066) | CO-OP | No |
| Brand | EST 2016 ELECTION (561492) | Headline # | ECR25345401 |
| Salesperson | Katz - Washington DC, Washington DC (1179) | Demo | |
| Sales Office | Katz - Washington DC | Order Type | Normal |
| Buyer Name | GUIMA, MARK | Package Deal | |
| Phone/Fax | / | Commission % | 15.00 |
| CPE | N/A | Commission | \$3,426.75 |
| Account Types | National/Political | Net Total | \$19,418.25 |
| Billing Type | Standard | Sales Tax | |
| Comments | Bello/County Clerk NEW ORDER | | |

| Rochester (WROC) | | |
|--------------------|-------|-------------|
| By Broadcast Month | Spots | Rate |
| Nov. 2016 | 94 | \$22,845.00 |
| Grand Total: | 94 | \$22,845.00 |

| 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 |
|------|--------------------------------|-------------------|-----|--------|------------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|------------------|----------------|---------|
| 1.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 4:30A- CBS MORNING NEWS | 3 | | | X | X | X | | | 1 | \$10.00 | \$10.00 | Rochester (WROC) | CBS Morn News | 11/1/16 |
| 2.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 5 | :30 | 4:30A- CBS MORNING NEWS | 2 | X | | | | | | | 2 | \$10.00 | \$20.00 | Rochester (WROC) | CBS Morn News | 11/1/16 |
| 3.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 4:59A- NEWS 8 AT SUNRISE 5AM | 4 | | | X | X | X | | | 4 | \$60.00 | \$240.00 | Rochester (WROC) | News 8 @ 5a | 11/1/16 |
| 4.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 5 | :30 | 4:59A- NEWS 8 AT SUNRISE 5AM | 1 | X | | | | | | | 1 | \$60.00 | \$60.00 | Rochester (WROC) | News 8 @ 5a | 11/1/16 |
| 5.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 5:58A- NEWS 8 AT SUNRISE 6AM | 4 | | | X | X | X | | | 4 | \$135.00 | \$540.00 | Rochester (WROC) | News 8 @ 6a | 11/1/16 |
| 6.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 5 | :30 | 5:58A- NEWS 8 AT SUNRISE 6AM | 1 | X | | | | | | | 1 | \$135.00 | \$135.00 | Rochester (WROC) | News 8 @ 6a | 11/1/16 |
| 7.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 7A- CBS THIS MORNING | 8 | | | X | X | X | | | 8 | \$135.00 | \$1,080.00 | Rochester (WROC) | CBS This Morn | 11/1/16 |
| 8.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 5 | :30 | 7A- CBS THIS MORNING | 2 | X | | | | | | | 2 | \$135.00 | \$270.00 | Rochester (WROC) | CBS This Morn | 11/1/16 |
| 9.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 9:58A- Dr. Oz | 3 | | | X | X | X | | | | \$65.00 | | Rochester (WROC) | Dr Oz | 11/1/16 |
| 10.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 10:57A- THE PRICE IS RIGHT | 3 | | | X | X | X | | | | \$150.00 | | Rochester (WROC) | Price Is Right | 11/1/16 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

See the back of this document for Advertising Contract Terms and Conditions



WROC
201 Humboldt St
Rochester, NY 14610

Mark Guma Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1457515

Schedule Dates 11/02/16-11/07/16
Advertiser Adam Bello/County Clerk/Democrat/NY (83969)
Agency Mark Guma Communications (11059)
Product Political - Candidate Other (1066)
Brand EST 2016 ELECTION (561492)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name GUMA, MARK
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments Bello/County Clerk
NEW ORDER

Date Entered 11/01/16
Last Modified 11/07/16
Entered By Laura Keil
CO-OP No
Headline # ECR25345401
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,426.75
Net Total \$19,418.25
Sales Tax

| Rochester (WROC) | | | |
|---------------------|-----------|--------------------|--|
| By Broadcast Month | Spots | Rate | |
| Nov. 2016 | 94 | \$22,845.00 | |
| Grand Total: | 94 | \$22,845.00 | |

| 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 |
|------|--------------------------------|-------------------|-----|--------|-------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|------------------|--|---------|
| 11.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 11:59A- NEWS 8 AT NOON | 4 | | | X | X | X | | | 4 | \$125.00 | \$500.00 | Rochester (WROC) | Noon News | 11/1/16 |
| 12.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 5 | :30 | 11:59A- NEWS 8 AT NOON | 1 | X | | | | | | | 1 | \$125.00 | \$125.00 | Rochester (WROC) | Noon News | 11/1/16 |
| 13.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 3P- LET'S MAKE A DEAL | 3 | | | X | X | X | | | 3 | \$110.00 | \$330.00 | Rochester (WROC) | Let's Make a Deal | 11/1/16 |
| 14.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 4 | :30 | 4P- NEWS 8 FIRST AT 4 | 3 | | | X | X | X | | | 3 | \$180.00 | \$540.00 | Rochester (WROC) | News 8 4pm | 11/1/16 |
| 15.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 4:58P- NEWS 8 AT 5 | 4 | | | X | X | X | | | 4 | \$125.00 | \$500.00 | Rochester (WROC) | News 8 at 5pm | 11/1/16 |
| 16.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 5:30P- NEWS 8 AT 530 | 4 | | | X | X | X | | | 4 | \$125.00 | \$500.00 | Rochester (WROC) | News 8 at 530p | 11/1/16 |
| 17.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 5:58P- NEWS 8 AT 6 | 4 | | | X | X | X | | | 4 | \$250.00 | \$1,000.00 | Rochester (WROC) | News 8 at 6pm | 11/1/16 |
| 18.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 5 | :30 | 5:58P- NEWS 8 AT 6 | 2 | X | | | | | | | 2 | \$250.00 | \$500.00 | Rochester (WROC) | News 8 at 6pm; add 1x for 1x on Sun 6p news 11/6 | 11/1/16 |
| 19.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 6:58P- WHEEL OF FORTUNE | 4 | | | X | X | X | | | 4 | \$425.00 | \$1,700.00 | Rochester (WROC) | Wheel | 11/1/16 |
| 20.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 5 | :30 | 6:58P- WHEEL OF FORTUNE | 1 | X | | | | | | | 1 | \$425.00 | \$425.00 | Rochester (WROC) | Wheel | 11/1/16 |
| 21.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 7:28P- JEOPARDY! | 4 | | | X | X | X | | | 4 | \$475.00 | \$1,900.00 | Rochester (WROC) | Jeopardy | 11/1/16 |
| 22.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 5 | :30 | 7:28P- JEOPARDY! | 1 | X | | | | | | | 1 | \$475.00 | \$475.00 | Rochester (WROC) | Jeopardy | 11/1/16 |
| 23.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 11P- NEWS 8 AT 11 | 4 | | | X | X | X | | | 4 | \$225.00 | \$900.00 | Rochester (WROC) | News 8 at 11pm | 11/1/16 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WROC
201 Humboldt St
Rochester, NY 14610

Mark Guma Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1457515

Schedule Dates 11/02/16-11/07/16
Advertiser Adam Bello/County Clerk/Democrat/NY (83969)
Agency Mark Guma Communications (11059)
Product Political - Candidate Other (1066)
Brand EST 2016 ELECTION (561492)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name GUMA, MARK
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments Bello/County Clerk
NEW ORDER

Date Entered 11/01/16
Last Modified 11/07/16
Entered By Laura Keil
CO-OP No
Headline # ECR25345401
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,426.75
Net Total \$19,418.25
Sales Tax

Rochester (WROC)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|--------------------|
| Nov. 2016 | 94 | \$22,845.00 |
| Grand Total: | 94 | \$22,845.00 |

| 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 |
|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|----------------------|---------|
| 24.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 5 | :30 | 11P- NEWS 8 AT 11 | 1 | X | | | | | | | 1 | \$225.00 | \$225.00 | Rochester (WROC) | News 8 at 11pm | 11/1/16 |
| 25.0 | Normal Line / SPOT | 11/02/16-11/04/16 | 5 | :30 | 11:35P- The Late Show with Stephen Colbert | 3 | | X | X | X | | | | | \$110.00 | | Rochester (WROC) | Late Show w/ Colbert | 11/1/16 |
| 26.0 | Normal Line / SPOT | 11/05/16-11/05/16 | 5 | :30 | 9A- CBS THIS MORNING: SATURDAY | 2 | | | | | | X | | 2 | \$175.00 | \$350.00 | Rochester (WROC) | CBS Sat Morn | 11/1/16 |
| 27.0 | Normal Line / SPOT | 11/06/16-11/06/16 | 5 | :30 | 8:58A- CBS NEWS SUNDAY MORNING | 2 | | | | | | X | | 2 | \$350.00 | \$700.00 | Rochester (WROC) | CBS Sun Morn | 11/1/16 |
| 28.0 | Normal Line / SPOT | 11/05/16-11/05/16 | 5 | :30 | 7P- NEWS 8 AT 6 SAT | 1 | | | | | X | | | 1 | \$125.00 | \$125.00 | Rochester (WROC) | News 8 @ 6pm Sa | 11/1/16 |
| 29.0 | Normal Line / SPOT | 11/05/16-11/05/16 | 5 | :30 | 7:30P- JEOPARDY! | 1 | | | | | X | | | 1 | \$175.00 | \$175.00 | Rochester (WROC) | Jeopardy | 11/1/16 |
| 30.0 | Normal Line / SPOT | 11/05/16-11/05/16 | 5 | :30 | 11P- NEWS 8 AT 11 | 1 | | | | | X | | | | \$225.00 | | Rochester (WROC) | News 8 @ 11pm | 11/1/16 |
| 31.0 | Normal Line / NCAA Football | 11/05/16-11/05/16 | 5 | :30 | 3:30P- CBS SPORTS: SEC COLLEGE FOOTBALL | 3 | | | | | X | | | 3 | \$300.00 | \$900.00 | Rochester (WROC) | SEC Football | 11/1/16 |
| 32.0 | Normal Line / SPOT | 11/06/16-11/06/16 | 4 | :30 | 7:57P- CBS SPORTS: NCAA COLLEGE FOOTBALL | 1 | | | | | X | | | 1 | \$2,600.00 | \$2,600.00 | Rochester (WROC) | 60 Minutes | 11/1/16 |
| 33.0 | Normal Line / NCAA Football | 11/05/16-11/05/16 | 4 | :30 | 7:57P- CBS SPORTS: NCAA COLLEGE FOOTBALL | 3 | | | | | X | | | 3 | \$600.00 | \$1,800.00 | Rochester (WROC) | SEC Football | 11/1/16 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WROC
201 Humboldt St
Rochester, NY 14610

Mark Guma Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1457515

Schedule Dates

11/02/16-11/07/16

Advertiser

Adam Bello/County Clerk/Democrat/NY (83969)

Agency

Mark Guma Communications (11059)

Product

Political - Candidate Other (1066)

Brand

EST 2016 ELECTION (561492)

Salesperson

Katz - Washington DC, Washington DC (1179)

Sales Office

Katz - Washington DC

Buyer Name

GUMA, MARK

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

Bello/County Clerk
NEW ORDER

Date Entered

11/01/16

Last Modified

11/07/16

Entered By

Laura Kell

CO-OP

No

Headline

ECR25345401

Demo

Normal

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$3,426.75

Net Total

\$19,418.25

Sales Tax

Rochester (WROC)

By Broadcast Month

Nov. 2016

Grand Total:

Spots

94

Rate

\$22,845.00

\$22,845.00

94

\$22,845.00

| 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 |
|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|---------------------------------------|---------|
| 34.0 | M/G For 1.0,1.0,2 / SPOT | 11/02/16-11/04/16 | 5 | :30 | 1:37A- 2:07A (EST) | 2 | | | X | X | X | | | 2 | \$10.00 | \$20.00 | Rochester (WROC) | CBS Morn News NA 2X WO UNLEASHED NCIR | 11/1/16 |
| 35.0 | Normal Line / SPOT | 11/06/16-11/06/16 | 4 | :30 | 11:58A- NFL Today Presented By SW Airlines | | | | | | | | 1 | 1 | \$1,000.00 | \$1,000.00 | Rochester (WROC) | NFL TODAY | 11/3/16 |
| 36.0 | Normal Line / SPOT | 11/06/16-11/06/16 | 4 | :30 | 10:30P- Elementary | | | | | | | | 1 | 1 | \$1,400.00 | \$1,400.00 | Rochester (WROC) | ELEMENTARY | 11/3/16 |
| 37.0 | Normal Line / NCAA Football | 11/05/16-11/05/16 | 4 | :30 | 7:57P- CBS SPORTS: NCAA COLLEGE FOOTBALL | | | | | | | 1 | | 1 | \$600.00 | \$600.00 | Rochester (WROC) | SEC PRIME GAME | 11/3/16 |
| 38.0 | Normal Line / SPOT | 11/04/16-11/04/16 | 5 | :30 | 9P- Hawaii Five-O | | | | | | 1 | | | 1 | \$794.00 | \$794.00 | Rochester (WROC) | LUR MIG PKG | 11/4/16 |
| 39.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 5 | :30 | 4:59A- NEWS 8 AT SUNRISE 5AM | 1 | | | | | | | | 1 | \$60.00 | \$60.00 | Rochester (WROC) | LUR MIG PKG | 11/4/16 |
| 40.0 | M/G For 9.0,1 / SPOT | 11/02/16-11/02/16 | 5 | :30 | 9:58A- Dr. Oz | | | 1 | | | | | | 1 | \$45.00 | \$45.00 | Rochester (WROC) | Dr Oz | 11/7/16 |
| 41.0 | M/G For 9.0,2 / SPOT | 11/03/16-11/03/16 | 5 | :30 | 9:58A- Dr. Oz | | | | 1 | | | | | 1 | \$45.00 | \$45.00 | Rochester (WROC) | Dr Oz | 11/7/16 |
| 42.0 | M/G For 9.0,3 / SPOT | 11/04/16-11/04/16 | 5 | :30 | 9:58A- Dr. Oz | | | | | 1 | | | | 1 | \$45.00 | \$45.00 | Rochester (WROC) | Dr Oz | 11/7/16 |
| 43.0 | M/G For 10.0,1 / SPOT | 11/02/16-11/02/16 | 5 | :30 | 10:57A- THE PRICE IS RIGHT | | | 1 | | | | | | 1 | \$90.00 | \$90.00 | Rochester (WROC) | Price is Right | 11/7/16 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WROC
201 Humboldt St
Rochester, NY 14610

Mark Gunna Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1457515

Schedule Dates 11/02/16-11/07/16

Advertiser Adam Bello/County Clerk/Democrat/NY (83969)

Agency Mark Gunna Communications (11059)

Product Political - Candidate Other (1066)

Brand EST 2016 ELECTION (561492)

Salesperson Katz - Washington DC, Washington DC (1179)

Sales Office Katz - Washington DC

Buyer Name GUNNA, MARK

Phone/Fax /

CPE N/A

Account Types National/Political

Billing Type Standard

Comments Bello/County Clerk
NEW ORDER

Date Entered 11/01/16

Last Modified 11/07/16

Entered By Laura Keil

CO-OP No

Headline # ECR25345401

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$3,426.75

Net Total \$19,418.25

Sales Tax

Rochester (WROC)

By Broadcast Month

Nov. 2016

Grand Total:

Spots

94

94

Rate

\$22,845.00

\$22,845.00

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WROC
201 Humboldt St
Rochester, NY 14610

Mark Guma Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1457515

Schedule Dates 11/02/16-11/07/16
Advertiser Adam Bello/County Clerk/Democrat/NY (83969)
Agency Mark Guma Communications (11059)
Product Political - Candidate Other (1066)
Brand EST 2016 ELECTION (561492)
Salesperson Kaiz - Washington DC, Washington DC (1179)
Sales Office Kaiz - Washington DC
Buyer Name GUMA, MARK
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments Bello/County Clerk
NEW ORDER

Date Entered 11/01/16
Last Modified 11/07/16
Entered By Laura Keil
CO-OP No
Headline # ECR25345401
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,426.75
Net Total \$19,418.25
Sales Tax

| Rochester (WROC) | | |
|--------------------|-------|-------------|
| By Broadcast Month | Spots | Rate |
| Nov. 2016 | 94 | \$22,845.00 |
| Grand Total: | 94 | \$22,845.00 |

| 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 |
|-----------------------------|--------------------------------|-------------------|-----|-------------------|--|-------|----|-----------|----|----|----|----|----|-------|---------|---------|------------------|--|---------|
| 55.0 | M/G For 25.0.3 / SPOT | 11/04/16-11/04/16 | 5 | :30 | 11:35P- The Late Show with Stephen Colbert | 1 | | | | | 1 | | | 1 | \$77.00 | \$77.00 | Rochester (WROC) | Late Show w/ Colbert | 11/7/16 |
| 56.0 | Normal Line / SPOT | 11/07/16-11/07/16 | 9 | :30 | 3:07A- CBS Overnight News | 1 | 1 | | | | | | | 1 | \$0.00 | \$0.00 | Rochester (WROC) | CBS OVERNIGHT - \$41UR REBATE FOR INCORRECT LUR LINE 1 CONTRACT 1445755 | 11/7/16 |
| CONFIRMATION CONTRACT | | | | | | | | | | | | | | | | | | | |
| Accepted-Agency/Advertiser: | | Date: | | Accepted-Station: | | Date: | | Comments: | | | | | | | | | | | |

See the back of this document for Advertising Contract Terms and Conditions