



WROC
201 Humboldt St
Rochester, NY 14610

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103

Contract # 1448952

Schedule Dates	10/18/16-10/24/16	Date Entered	10/17/16
Advertiser	Charles Schumer/US Senate/Democrat/NY (83888	Last Modified	10/19/16
Agency	Shorr Johnson Magnus (19332)	Entered By	Laura Keil
Product	Political - State Senate (1074)	CO-OP	No
Brand	EST 2016 ELECTION (561492)	Headline #	ECR25331664
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	HOLLA, ELIZABETH	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	7907	Commission	\$4,413.75
Account Types	National/Political	Net Total	\$25,011.25
Billing Type	Standard	Sales Tax	
Comments	Schumer/Senate NEW ORDER		

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Oct. 2016	39	\$29,425.00
Grand Total:	39	\$29,425.00

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	10/18/16-10/18/16	3	:30	7A- CBS THIS MORNING	1		X						1	\$400.00		Rochester (WROC)	CBS This Morn	10/17/16
2.0	Revised Line / SPOT	10/19/16-10/19/16	3	:30	7A- CBS THIS MORNING	1			X					1	\$400.00		Rochester (WROC)	CBS This Morn	10/17/16
2.1	Normal Line / SPOT	10/19/16-10/19/16	3	:30	7A- CBS THIS MORNING	2			X					2	\$400.00	\$800.00	Rochester (WROC)	CBS This Morn; Increase 10/19 to 2x	10/17/16
3.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	7A- CBS THIS MORNING	1				X				1	\$400.00	\$400.00	Rochester (WROC)	CBS This Morn	10/17/16
4.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	7A- CBS THIS MORNING	1					X			1	\$400.00	\$400.00	Rochester (WROC)	CBS This Morn	10/17/16
5.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	7A- CBS THIS MORNING	1	X							1	\$400.00	\$400.00	Rochester (WROC)	CBS This Morn	10/17/16
6.0	Normal Line / SPOT	10/19/16-10/19/16	3	:30	7-28P- JEOPARDY!	2			X					2	\$1,350.00	\$2,700.00	Rochester (WROC)	Jeopardy; INCREASE 10/19 TO 2X FOR 1X NA ON 10/18	10/17/16
7.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	7-28P- JEOPARDY!	1				X				1	\$1,350.00	\$1,350.00	Rochester (WROC)	Jeopardy	10/17/16
8.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	7-28P- JEOPARDY!	1	X							1	\$1,350.00	\$1,350.00	Rochester (WROC)	Jeopardy	10/17/16
9.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	6-58P- WHEEL OF FORTUNE	1				X				1	\$1,250.00	\$1,250.00	Rochester (WROC)	Wheel	10/17/16
10.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	6-58P- WHEEL OF FORTUNE	1					X			1	\$1,250.00	\$1,250.00	Rochester (WROC)	Wheel	10/17/16
11.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	6-58P- WHEEL OF FORTUNE	1	X							1	\$1,250.00	\$1,250.00	Rochester (WROC)	Wheel	10/17/16

CONFIRMATION CONTRACT

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Comments:

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Phone/Fax	/	Commission %	15.00
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Billing Type	Standard	Sales Tax	
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12.0	Normal Line / SPOT	10/18/16-10/18/16	3	:30	11P- NEWS 8 AT 11	1		X						1	\$700.00		Rochester (WROC)	News 11P	10/17/16
13.0	Revised Line / SPOT	10/19/16-10/19/16	3	:30	11P- NEWS 8 AT 11	1			X					1			Rochester (WROC)	News 11P	10/17/16
13.1	Normal Line / SPOT	10/19/16-10/19/16	3	:30	11P- NEWS 8 AT 11	2			X					2	\$700.00	\$1,400.00	Rochester (WROC)	News 11P; Increase 10/19 to 2x	10/17/16
14.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	11P- NEWS 8 AT 11	1				X				1	\$700.00	\$700.00	Rochester (WROC)	News 11P	10/17/16
15.0	Normal Line / SPOT	10/22/16-10/22/16	3	:30	11P- NEWS 8 AT 11	1					X			1	\$700.00	\$700.00	Rochester (WROC)	News 11P	10/17/16
16.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	11P- NEWS 8 AT 11	1	X							1	\$700.00	\$700.00	Rochester (WROC)	News 11P	10/17/16
17.0	Normal Line / SPOT	10/18/16-10/18/16	3	:30	11:59A- NEWS 8 AT NOON	1		X						1	\$350.00		Rochester (WROC)	News 8 Noon	10/17/16
18.0	Revised Line / SPOT	10/19/16-10/19/16	3	:30	11:59A- NEWS 8 AT NOON	1			X					1			Rochester (WROC)	News 8 Noon	10/17/16
18.1	Normal Line / SPOT	10/19/16-10/19/16	3	:30	11:59A- NEWS 8 AT NOON	2			X					2	\$350.00	\$700.00	Rochester (WROC)	News 8 Noon; Increase 10/19 to 2x	10/17/16
19.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	11:59A- NEWS 8 AT NOON	1				X				1	\$350.00	\$350.00	Rochester (WROC)	News 8 Noon	10/17/16
20.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	11:59A- NEWS 8 AT NOON	1					X			1	\$350.00	\$350.00	Rochester (WROC)	News 8 Noon	10/17/16
21.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	11:59A- NEWS 8 AT NOON	1	X							1	\$350.00	\$350.00	Rochester (WROC)	News 8 Noon	10/17/16

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22.0	Normal Line / SPOT	10/23/16-10/23/16	3	:30	10:30A- CBS NEWS: FACE THE NATION	1							X	1	\$400.00	\$400.00	Rochester (WROC)	Face the Nation	10/17/16
23.0	Normal Line / SPOT	10/23/16-10/23/16	3	:30	8:58A- CBS NEWS SUNDAY MORNING	1							X	1	\$950.00	\$950.00	Rochester (WROC)	CBS Sun Morn	10/17/16
24.0	Revised Line / SPOT	10/22/16-10/22/16	3	:30	9A- CBS THIS MORNING: SATURDAY	1						X					Rochester (WROC)	CBS This Morn-Sa	10/17/16
24.1	Normal Line / SPOT	10/22/16-10/22/16	3	:30	9A- CBS THIS MORNING: SATURDAY	3						X		3	\$600.00	\$1,800.00	Rochester (WROC)	CBS This Morn-Sa	10/19/16
25.0	Normal Line / SPOT	10/23/16-10/23/16	4	:30	11:30A- Inside the Buffalo Blitz	1							X	1	\$275.00	\$275.00	Rochester (WROC)	Inside Buffalo Blitz	10/17/16
26.0	Normal Line / SPOT	10/19/16-10/19/16	3	:30	5:58P- NEWS 8 AT 6	1			X					1	\$725.00	\$725.00	Rochester (WROC)	News 8 at 6p	10/17/16
27.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	5:58P- NEWS 8 AT 6	1				X				1	\$725.00	\$725.00	Rochester (WROC)	News 8 at 6p	10/17/16
28.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	5:58P- NEWS 8 AT 6	1					X			1	\$725.00	\$725.00	Rochester (WROC)	News 8 at 6p	10/17/16
29.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	5:58P- NEWS 8 AT 6	1	X							1	\$725.00	\$725.00	Rochester (WROC)	News 8 at 6p	10/17/16
30.0	Normal Line / SPOT	10/23/16-10/23/16	3	:30	7:30P- 60 minutes	1						X		1	\$4,000.00	\$4,000.00	Rochester (WROC)	60 Minutes	10/17/16
31.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	11:15P- NEWS 8 AT 11	1			X					1	\$700.00	\$700.00	Rochester (WROC)	News 11p	10/17/16

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32.0	Normal Line / SPOT	10/18/16-10/18/16	3	:30	10:57A- THE PRICE IS RIGHT	1		X						1	\$400.00		Rochester (WROC)	Price is Right	10/17/16
33.0	Revised Line / SPOT	10/19/16-10/19/16	3	:30	10:57A- THE PRICE IS RIGHT	1			X					1	\$400.00		Rochester (WROC)	Price is Right	10/17/16
33.1	Normal Line / SPOT	10/19/16-10/19/16	3	:30	10:57A- THE PRICE IS RIGHT	2			X					2	\$400.00	\$800.00	Rochester (WROC)	Price is Right; Increase 10/19 to 2x	10/17/16
34.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	10:57A- THE PRICE IS RIGHT	1				X				1	\$400.00	\$400.00	Rochester (WROC)	Price is Right	10/17/16
35.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	10:57A- THE PRICE IS RIGHT	1					X			1	\$400.00	\$400.00	Rochester (WROC)	Price is Right	10/17/16
36.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	10:57A- THE PRICE IS RIGHT	1	X							1	\$400.00	\$400.00	Rochester (WROC)	Price is Right	10/17/16

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