



WROC
5000 Riverside Dr
Building 5 Suite 200
Malia Meggyesy
Irving, TX 75039
(214) 765-4152

CONTRACT

<u>Contract / Revision</u> 1735014 /		<u>Alt Order #</u> WOC11837009
<u>Product</u> DRMA.		
<u>Contract Dates</u> 10/22/18 - 11/04/18	<u>Estimate #</u> 1270	
<u>Advertiser</u> POL/Dr Jim Maxwell/Congress/R/NY		<u>Original Date / Revision</u> 10/18/18 / 10/18/18
<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WROC	<u>Account Executive</u> WROC Local House	<u>Sales Office</u> Rochester Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
<u>Agcy Code</u> 9915535	<u>Advertiser Code</u> 41	<u>Product 1/2</u> 57
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Jay Marketing and Communications
170 Linden Oaks
Rochester, NY 14625

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WROC	10/22/18	10/26/18	CBS This Morning	7-9a		:30				NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	MTWTF--				5	\$375.00				
2	WROC	10/22/18	10/26/18	News 8 First at 4p	4-430p		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	MTWTF--				5	\$250.00				
3	WROC	10/22/18	10/26/18	News 8 @ 5p	5-530p		:30				NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	MTWTF--				5	\$375.00				
4	WROC	10/22/18	10/26/18	News 8 @ 530p	530-6p		:30				NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	MTWTF--				5	\$375.00				
5	WROC	10/22/18	10/26/18	News 8 @ 6p	6-630p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	MTWTF--				5	\$700.00				
6	WROC	10/22/18	10/26/18	M-F 7p-730p	M-F 7p-730p		:30				NM	5	\$6,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	MTWTF--				5	\$1,250.00				
7	WROC	10/22/18	10/26/18	M-F 730p-8p	M-F 730p-8p		:30				NM	5	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	MTWTF--				5	\$1,350.00				
8	WROC	10/22/18	10/26/18	Late Show	Late Show		:30				NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	MTWTF--				5	\$325.00				
9	WROC	10/22/18	10/28/18	CBS Sunday Morning	CBS Sunday Morni		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----S				1	\$950.00				
10	WROC	10/22/18	10/28/18	Face the Nation	Face the Nation		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----S				1	\$275.00				
11	WROC	10/29/18	10/31/18	CBS This Morning	7-9a		:30				NM	3	\$1,125.00

(* 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.

Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTW----				3	\$375.00				
12	WROC	10/29/18	10/31/18	News 8 First at 4p	4-430p		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTW----				3	\$250.00				
13	WROC	10/29/18	10/31/18	News 8 @ 5p	5-530p		:30				NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTW----				3	\$375.00				
14	WROC	10/29/18	10/31/18	News 8 @ 530p	530-6p		:30				NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTW----				3	\$375.00				
15	WROC	10/29/18	10/31/18	News 8 @ 6p	6-630p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTW----				5	\$700.00				
16	WROC	10/29/18	10/31/18	M-F 7p-730p	M-F 7p-730p		:30				NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTW----				3	\$1,250.00				
17	WROC	10/29/18	10/31/18	M-F 730p-8p	M-F 730p-8p		:30				NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTW----				3	\$1,350.00				
18	WROC	10/29/18	10/31/18	Late Show	Late Show		:30				NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/18	11/04/18	MTW----				3	\$325.00				
Totals								0.00				68	\$42,625.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/31/18	68	\$42,625.00	(\$6,393.75)	\$36,231.25
Totals	68	\$42,625.00	(\$6,393.75)	\$36,231.25

Signature: _____ **Date:** _____

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