

CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

DUDLEY MEDIA
919 CATHARINE STREET
PHILADELPHIA, PA 19147

| | | |
|---|--|--|
| <u>Contract / Revision</u> 748561 / | | <u>Alt Order #</u> |
| <u>Product</u> | | |
| <u>Contract Dates</u> 05/10/17 - 05/13/17 | | <u>Estimate #</u> |
| <u>Advertiser</u> JOE FOR PHILLY JOE KHAN | | <u>Original Date / Revision</u> 05/09/17 / 05/11/17 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WCAU | <u>Account Executive</u> Aaron Zeligson | <u>Sales Office</u> Philadelphia NS |
| <u>Special Handling</u> | | |
| <u>Demographic</u> RA1849 | | |
| <u>Agy Code</u> | <u>Advertiser Code</u> | <u>Product 1/2</u> |
| <u>Agency Ref</u> 11793 | | <u>Advertiser Ref</u> 41474 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|------------|----------|--------------------------------|----------------|----------|--------|------------|------------|------|------|-------|------------|
| N 1 | WCAU | 05/10/17 | 05/12/17 | 430-5A NBC10 NEWS @ 43C430A-5A | | -- 11--- | :30 | 2 | \$100.00 | 0.00 | NM | 2 | \$200.00 |
| | LUR | | | | | | | | | | | | |
| N 2 | WCAU | 05/10/17 | 05/12/17 | 5A-6A M-F NBC10 NEWS 5A | 5A-6A M-F | -- 111-- | :30 | 3 | \$225.00 | 0.00 | NM | 3 | \$675.00 |
| | LUR | | | | | | | | | | | | |
| N 3 | WCAU | 05/10/17 | 05/12/17 | 6A-7A M-F | 6A-7A M-F | -- 111-- | :30 | 3 | \$700.00 | 0.00 | NM | 3 | \$2,100.00 |
| | CDR | | | | | | | | | | | | |
| N 4 | WCAU | 05/10/17 | 05/12/17 | 7A-9A TODAY SHOW | 7A-9A M-F | -- 111-- | :30 | 3 | \$550.00 | 0.00 | NM | 3 | \$1,650.00 |
| | LUR | | | | | | | | | | | | |
| N 5 | WCAU | 05/10/17 | 05/12/17 | 11A-12P NBC10 NEWS@11 | 11A-12P | -- 222-- | :30 | 6 | \$200.00 | 0.00 | NM | 6 | \$1,200.00 |
| | LUR | | | | | | | | | | | | |
| N 6 | WCAU | 05/10/17 | 05/12/17 | 3P-4P M-F ELLEN | 3P-4P M-F | -- 111-- | :30 | 3 | \$450.00 | 0.00 | NM | 3 | \$1,350.00 |
| | LUR | | | | | | | | | | | | |
| N 7 | WCAU | 05/10/17 | 05/12/17 | 4P-5P NBC10 NEWS | 4-5P M-F | -- 121-- | :30 | 4 | \$425.00 | 0.00 | NM | 4 | \$1,700.00 |
| | LUR | | | | | | | | | | | | |
| N 8 | WCAU | 05/10/17 | 05/12/17 | 5-6P NBC10 NEWS @ 5 | M-F5-6P M-F | -- 111-- | :30 | 3 | \$500.00 | 0.00 | NM | 3 | \$1,500.00 |
| | LUR | | | | | | | | | | | | |
| N 9 | WCAU | 05/10/17 | 05/12/17 | 6P-630P NBC10 NEWS | 6P-630P M-F | -- 111-- | :30 | 3 | \$650.00 | 0.00 | NM | 3 | \$1,950.00 |
| | LUR | | | | | | | | | | | | |
| N 10 | WCAU | 05/10/17 | 05/12/17 | 730P-8P M-F | 730P-8P M-F | -- 111-- | :30 | 3 | \$700.00 | 0.00 | NM | 3 | \$2,100.00 |
| | LUR | | | | | | | | | | | | |
| N 11 | WCAU | 05/10/17 | 05/12/17 | 11-1135P M/SU/ 11-1130 SA | 11-1135P | -- 111-- | :30 | 3 | \$1,100.00 | 0.00 | NM | 3 | \$3,300.00 |
| | LUR | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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|---------------|------|------------|----------|-------------------------|----------------|---------|--------|------------|----------|------|------|-------|-------------|
| N 12 | WCAU | 05/12/17 | 05/12/17 | 1135P-1237A TON W/FALLO | 1135P-1237A | ----1-- | :30 | 1 | \$500.00 | 0.00 | NM | 1 | \$500.00 |
| | LUR | | | | | | | | | | | | |
| N 13 | WCAU | 05/13/17 | 05/13/17 | 5-6A NBC10 NEWS SA @5A | 5A-6A | -----1- | :30 | 1 | \$100.00 | 0.00 | NM | 1 | \$100.00 |
| | LUR | | | | | | | | | | | | |
| Totals | | | | | | | | 0.00 | | | | 38 | \$18,325.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|-------------|
| 05/01/17 - 05/13/17 | 38 | \$18,325.00 | (\$2,748.75) | \$15,576.25 |
| Totals | 38 | \$18,325.00 | (\$2,748.75) | \$15,576.25 |

Signature: _____ **Date:** _____

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