

CONTRACT



WNBC
30 Rockefeller Plaza
New York, NY 10112
(212) 664-4444

www.nbcnewyork.com

And:

MEDIA FORTITUDE PARTNERS LLC
30 NEWPORT PKWY
STE 2110
JERSEY CITY, NJ 07310
USA

<u>Contract / Revision</u> 869998 / 2		<u>Alt Order #</u>
<u>Product</u> AUG15-AUG27		
<u>Contract Dates</u> 08/15/18 - 08/30/18		<u>Estimate #</u>
<u>Advertiser</u> FRIENDS OF KATHY HOCHUL		<u>Original Date / Revision</u> 08/13/18 / 08/28/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WNBC	<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> 42755	<u>Advertiser Ref</u> 44969	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNBC	08/15/18	08/30/18	TODAY IN NY @ 5A 5-6A	M-5-6A		:30				NM	14	\$5,600.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				4	\$400.00				
Week:		08/20/18	08/26/18	MTWTF--				4	\$400.00				
Week:		08/27/18	09/02/18	MTWT---				6	\$400.00				
2	WNBC	08/15/18	08/30/18	TODAY IN NY @ 6A 6-7A	M-6-7A		:30				NM	14	\$14,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				4	\$1,000.00				
Week:		08/20/18	08/26/18	MTWTF--				4	\$1,000.00				
Week:		08/27/18	09/02/18	MTWT---				6	\$1,000.00				
3	WNBC	08/15/18	08/30/18	TODAY SHOW 7-9A	M-F 7-9A		:30				NM	14	\$22,400.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				4	\$1,600.00				
Week:		08/20/18	08/26/18	MTWTF--				4	\$1,600.00				
Week:		08/27/18	09/02/18	MTWT---				6	\$1,600.00				
4	WNBC	08/15/18	08/30/18	TODAY IN NY @ 4A 4-5A	SU 4-5A		:30				NM	14	\$2,450.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WT--S				4	\$175.00				
Week:		08/20/18	08/26/18	MTWT--S				4	\$175.00				
Week:		08/27/18	09/02/18	MTWT---				6	\$175.00				

(* 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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<u>Contract / Revision</u> 869998 / 2		<u>Alt Order #</u>
<u>Contract Dates</u> 08/15/18 - 08/30/18		<u>Product</u> AUG15-AUG27
<u>Advertiser</u> FRIENDS OF KATHY HOC		<u>Estimate #</u> 08/13/18 / 08/28/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
5	WNBC	08/15/18	08/26/18	6-7A SAT TINY @ 6A	6A-7A		:30				NM	3	\$900.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	-----S-				1	\$300.00				
Week:		08/20/18	08/26/18	-----S-				2	\$300.00				
6	WNBC	08/15/18	08/26/18	SAT TODAY SHOW	VARIOUS		:30				NM	3	\$3,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	-----S-				1	\$1,000.00				
Week:		08/20/18	08/26/18	-----S-				2	\$1,000.00				
7	WNBC	08/15/18	08/26/18	830-930A SA TINY @ 830A	830-930A		:30				NM	3	\$3,600.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	-----S-				1	\$1,200.00				
Week:		08/20/18	08/26/18	-----S-				2	\$1,200.00				
8	WNBC	08/15/18	08/26/18	6-7A SUN TINY @ 6A	6A-7A		:30				NM	3	\$1,500.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	-----S				1	\$500.00				
Week:		08/20/18	08/26/18	-----S				2	\$500.00				
9	WNBC	08/15/18	08/26/18	7-8A SUN TINY @ 7A	7-8A		:30				NM	3	\$1,350.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	-----S				1	\$450.00				
Week:		08/20/18	08/26/18	-----S				2	\$450.00				
10	WNBC	08/15/18	08/26/18	8-9A SUN TODAY SHOW	8-9A		:30				NM	3	\$2,700.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	-----S				1	\$900.00				
Week:		08/20/18	08/26/18	-----S				2	\$900.00				
11	WNBC	08/15/18	08/26/18	SUN MEET THE PRESS	SUNDAY		:30				NM	3	\$15,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	-----S				1	\$5,000.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WNBC	08/13/18-08/19/18		SUN MEET THE PRESS	SUNDAY	-----Su	:30		\$5,000.00		NM		
See MG 11.3													
DNA-TECH DIFFICULTY													
3	WNBC	08/19/18-08/19/18		SUN MEET THE PRESS	SUNDAY	-----Su	:30		\$5,000.00		NM		
Ⓜ MG for 11.1 08/19													
Week:		08/20/18	08/26/18	-----S				2	\$5,000.00				
12	WNBC	08/15/18	08/30/18	TODAY SHOW W/ MEGYN K9-10A			:30				NM	11	\$7,700.00
All spots on this line are Immediately Preemptible class of time													

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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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<u>Contract Dates</u> 08/15/18 - 08/30/18		<u>Product</u> AUG15-AUG27
<u>Advertiser</u> FRIENDS OF KATHY HOC		<u>Estimate #</u> 08/13/18 / 08/28/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				3	\$700.00				
Week:		08/20/18	08/26/18	MTWTF--				3	\$700.00				
Week:		08/27/18	09/02/18	MTWT---				5	\$700.00				
13	WNBC	08/15/18	08/30/18	TODAY SHOW 3 10-11A M-F	10-11A		:30				NM	11	\$7,700.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				3	\$700.00				
Week:		08/20/18	08/26/18	MTWTF--				3	\$700.00				
Week:		08/27/18	09/02/18	MTWT---				5	\$700.00				
14	WNBC	08/15/18	08/30/18	NEWS @ 11A 11-1130A M-F	11-1130A		:30				NM	11	\$3,300.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				3	\$300.00				
Week:		08/20/18	08/26/18	MTWTF--				3	\$300.00				
Week:		08/27/18	09/02/18	MTWT---				5	\$300.00				
E 15	WNBC	08/15/18	08/30/18	NY LIVE 1130A-12P M-F	1130A-12P		:30				NM	10	\$3,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				3	\$300.00				
Week:		08/20/18	08/26/18	MTWTF--				3	\$300.00				
Week:		08/27/18	09/02/18	MTWT---				5	\$300.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	8	WNBC	08/27/18-09/02/18	NY LIVE 1130A-12P M-F	1130A-12P	MTuWTh-----	:30		\$300.00		NM		
See MG 16.12													
DNA-NEWS SPL REPORT													
E 16	WNBC	08/15/18	08/30/18	DAYS OF OUR LIVES 12-1P	12-1P		:30				NM	11	\$8,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				3	\$700.00				
Week:		08/20/18	08/26/18	MTWTF--				3	\$700.00				
Week:		08/27/18	09/02/18	MTWT---				5	\$700.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	8	WNBC	08/27/18-09/02/18	DAYS OF OUR LIVES 12-1P	12-1P	MTuWTh-----	:30		\$700.00		NM		
See MG 16.12													
DNA-NEWS SPL REPORT													
	12	WNBC	08/30/18-08/30/18	TODAY IN NY @ 6A 6-7A M-6-7A		----Th-----	:30		\$1,000.00		NM		
Ⓜ MG for 15.8,16.8													
17	WNBC	08/15/18	08/30/18	2-3P M-F STEVE HARVEY	2-3P		:30				NM	9	\$2,700.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				3	\$300.00				
Week:		08/20/18	08/26/18	MTWTF--				3	\$300.00				

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FOR NBCE CONTRACTS:

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<u>Contract Dates</u> 08/15/18 - 08/30/18		<u>Product</u> AUG15-AUG27
<u>Advertiser</u> FRIENDS OF KATHY HOC		<u>Estimate #</u>
		<u>Original Date / Revision</u> 08/13/18 / 08/28/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
18	WNBC	08/15/18	08/30/18	4-5P M-F NEWS AT 4P	4-5P		:30				NM	15	\$6,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				4	\$400.00				
Week:		08/20/18	08/26/18	MTWTF--				4	\$400.00				
Week:		08/27/18	09/02/18	MTWT---				7	\$400.00				
19	WNBC	08/15/18	08/30/18	NEWS AT 5P 5-6P M-F	5-6P		:30				NM	15	\$7,500.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				4	\$500.00				
Week:		08/20/18	08/26/18	MTWTF--				4	\$500.00				
Week:		08/27/18	09/02/18	MTWT---				7	\$500.00				
20	WNBC	08/15/18	08/30/18	NEWS AT 6P 6-630P M-SU	6-630P		:30				NM	15	\$13,500.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				4	\$900.00				
Week:		08/20/18	08/26/18	MTWTFSS				6	\$900.00				
Week:		08/27/18	09/02/18	MTWT---				5	\$900.00				
21	WNBC	08/15/18	08/30/18	NBC NIGHTLY NEWS 630P	630-7P		:30				NM	7	\$21,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				2	\$3,000.00				
Week:		08/20/18	08/26/18	MTWTFSS				2	\$3,000.00				
Week:		08/27/18	09/02/18	MTWT---				3	\$3,000.00				
22	WNBC	08/15/18	08/26/18	TODAY IN NY @ 930A SUN	930-1030A		:30				NM	3	\$2,400.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	-----S				1	\$800.00				
Week:		08/20/18	08/26/18	-----S				2	\$800.00				
23	WNBC	08/15/18	08/30/18	3-4P M-F ELLEN	3-4P		:30				NM	11	\$7,700.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/18	08/19/18	--WTF--				3	\$700.00				
Week:		08/20/18	08/26/18	MTWTF--				3	\$700.00				
Week:		08/27/18	09/02/18	MTWT---				5	\$700.00				
24	WNBC	08/24/18	08/30/18	NEWS AT 11P 11-1135P M-SU	11P-1135P		:30				NM	6	\$12,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	----FSS				2	\$2,000.00				

(* 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.



WNBC
30 Rockefeller Plaza
New York, NY 10112
(212) 664-4444

www.nbcnewyork.com

<u>Contract / Revision</u> 869998 / 2		<u>Alt Order #</u>
<u>Contract Dates</u> 08/15/18 - 08/30/18		<u>Product</u> AUG15-AUG27
<u>Advertiser</u> FRIENDS OF KATHY HOC		<u>Estimate #</u> 08/13/18 / 08/28/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
2	WNBC	08/20/18-08/26/18		NEWS AT 11P 11-1135P	M-511P-1135P	-----FSaSu	:30		\$2,000.00		NM		
See MG 24.7													
PREEMPT-RAN LATE DUE SPORTS													
7	WNBC	08/26/18-08/26/18		NEWS AT 11P 11-1135P	M-511:11 PM-11:46 PM	-----Su	:30		\$2,000.00		NM		
Ⓜ MG for 24.2 08/26													
Week: 08/27/18		09/02/18		MTWT---				4	\$2,000.00				
Totals								0.00				212	\$175,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/30/18 -08/26/18	130	\$110,250.00	(\$16,537.50)	\$93,712.50
08/27/18 -08/30/18	82	\$64,750.00	(\$9,712.50)	\$55,037.50
Totals	212	\$175,000.00	(\$26,250.00)	\$148,750.00

Signature: _____ **Date:** _____

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 FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

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FOR NBCE CONTRACTS:

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