

Gillibrand

WNYS

NAB Form PB-17 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
WNYS-TV Syracuse	8/29/2012

I, Media Strategies and Researchbeing/on behalf of: Kirsten Gillibrand, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Senatein the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 01, 2012			Sunday, October 07, 2012		

Total Charges: \$770.00

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gillibrand for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Karen Feldman


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, August 29, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



WNYs Syracuse
1000 James St
Syracuse, NY 13203

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1365511

Schedule Dates

10/01/12-10/05/12

Advertiser

Gillibrand for Senate (42319)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

Gillibrand for Senate 2012 (462003)

Salesperson

HOUSE-SYRACUSE, WSYT/WNYS (1304)

Sales Office

WSYT/WNYS

Buyer Name

/

Phone/Fax

/

CPE

11695

Account Types

Local/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

Date Entered 08/30/12
Last Modified 08/30/12
Entered By Candie Sullivan
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$115.50
Net Total \$654.50
Sales Tax

Syracuse (WNYS)

By Broadcast Month

Oct. 2012 9

Grand Total: 9

Spots

9

Rate

\$770.00

\$770.00

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	10/03/12-10/05/12	4	:30	5P- 5:30P (EST)				1		1			2	\$40.00	\$80.00	Syracuse (WNYS)	Dish Nation	8/30/12
2.0	Normal Line / SPOT	10/01/12-10/04/12	4	:30	5:30P- 6P (EST)		1	1		1				3	\$50.00	\$150.00	Syracuse (WNYS)	King of Queens	9/30/12
3.0	Normal Line / SPOT	10/03/12-10/05/12	4	:30	6:30P- 7P (EST)				1		1			2	\$120.00	\$240.00	Syracuse (WNYS)	Two & a Half Men	8/30/12
4.0	Normal Line / SPOT	10/01/12-10/04/12	4	:30	7:30P- 8P (EST)		1			1				2	\$150.00	\$300.00	Syracuse (WNYS)	Big Bang Theory	8/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

C# 1365611



Station Order

Gillibrand for Senate 2012

**Market:** Syracuse

Estimate ID

Flight Dates: Monday, October 01, 2012 to Sunday, October 07, 2012

11695

Contact: Ed Kampf**Phone:** 315-472-6800**Email:** ekampf@wsyt.sbgnet.com**Fax:** 315-425-6100**Direct:****WNYS-TV**

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
Dish Nation	EF	M-F	\$40.00			1		1			2 ✓
5:00 PM 5:30 PM		30	\$80.00								
King of Queens	EF	M-F	\$50.00	1	1		1				3 ✓
5:30 PM 6:00 PM		30	\$150.00								
Two & Half Men	PA	M-F	\$120.00			1		1			2 ✓
6:30 PM 7:00 PM		30	\$240.00								
Big Bang Theory	PA	M-F	\$150.00	1			1				2 ✓
7:30 PM 8:00 PM		30	\$300.00								
Station Gross Totals			\$770.00	2	1	2	2	2			9

Abby Leeper

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/24/2012 12:20:14 PM

WNYS-TV

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abbyl@mediastrategies.com