

# CONTRACT



**WGN-TV**  
**2501 W Bradley Place**  
**Chicago, IL 60618**  
**(773) 528-2311**

And:

**Adelstein & Associates**  
**222 W. Ontario St**  
**Suite 600**  
**Chicago, IL 60610**

<u>Contract / Revision</u> 282719 /		<u>Alt Order #</u>
<u>Product</u> Schneider, B/D/Congress		
<u>Contract Dates</u> 02/29/16 - 03/15/16		<u>Estimate #</u> 4944
<u>Advertiser</u> Schneider, B/D/Congress		<u>Original Date / Revision</u> 02/25/16 / 02/25/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGN-TV	<u>Account Executive</u> Robert Breen	<u>Sales Office</u> Local House
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	9	02/29/16	03/15/16	M-F 6a-7a	6a-7a		:30				NM	5	\$7,000.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	MTWTF--				2	\$1,400.00	0.00			
Week:		03/07/16	03/13/16	MTWTF--				2	\$1,400.00	0.00			
Week:		03/14/16	03/20/16	-T-----				1	\$1,400.00	0.00			
N 2	9	02/29/16	03/15/16	M-F 7a-8a	7a-8a		:30				NM	5	\$6,500.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	MTWTF--				1	\$1,300.00	0.00			
Week:		03/07/16	03/13/16	MTWTF--				3	\$1,300.00	0.00			
Week:		03/14/16	03/20/16	-T-----				1	\$1,300.00	0.00			
N 3	9	02/29/16	03/15/16	M-F 8a-9a	8a-9a		:30				NM	5	\$5,500.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	MTWTF--				2	\$1,100.00	0.00			
Week:		03/07/16	03/13/16	MTWTF--				2	\$1,100.00	0.00			
Week:		03/14/16	03/20/16	M-----				1	\$1,100.00	0.00			
N 4	9	02/29/16	03/13/16	M-F 11a-12p	11:00 AM-11:30 AM		:30				NM	4	\$2,200.00
LOWEST PREEMPTABLE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	MTWTF--				2	\$550.00	0.00			
Week:		03/07/16	03/13/16	MTWTF--				2	\$550.00	0.00			
N 5	9	02/29/16	03/11/16	M-F 11a-1p	12:00 PM-12:30 PM		:30				NM	4	\$2,400.00
LOWEST PREEMPTABLE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	MTWTF--				2	\$600.00	0.00			
Week:		03/07/16	03/13/16	MTWTF--				2	\$600.00	0.00			
N 6	9	02/29/16	03/15/16	M-F 4p-6p	5:00 PM-5:30 PM		:30				NM	8	\$5,600.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	MTWTF--				3	\$700.00	0.00			
Week:		03/07/16	03/13/16	MTWTF--				4	\$700.00	0.00			
Week:		03/14/16	03/20/16	M-----				1	\$700.00	0.00			

(\* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

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<u>Advertiser</u> <b>Schneider, B/D/Congress</b>		<u>Estimate #</u> <b>4944</b>
		<u>Original Date / Revision</u> 02/25/16 / 02/25/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 7	9	02/29/16	03/15/16	10p M-F News	10:00 PM-10:30 PM		:30				NM	6	\$7,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	MTWTF--				2	\$1,200.00	0.00			
Week:		03/07/16	03/13/16	MTWTF--				3	\$1,200.00	0.00			
Week:		03/14/16	03/20/16	M-----				1	\$1,200.00	0.00			
N 8	9	02/29/16	03/15/16	9p M-Su News	9:00 PM-9:30 PM		:30				NM	7	\$11,200.00
LOWEST PREEMPTABLE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	MTWTFSS				3	\$1,600.00	0.00			
Week:		03/07/16	03/13/16	MTWT--S				3	\$1,600.00	0.00			
Week:		03/14/16	03/20/16	M-----				1	\$1,600.00	0.00			
N 9	9	03/15/16	03/15/16	M-F 11a-1p	11:00 AM-11:30 AM		:30				NM	1	\$550.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/14/16	03/20/16	-T-----				1	\$550.00	0.00			
N 10	9	03/14/16	03/14/16	M-F 11a-1p	12:00 PM-12:30 PM		:30				NM	1	\$650.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/14/16	03/20/16	M-----				1	\$650.00	0.00			
<b>Totals</b>										<b>0.00</b>		<b>46</b>	<b>\$48,800.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
02/29/16 - 03/15/16	46	\$48,800.00	\$41,480.00
<b>Totals</b>	<b>46</b>	<b>\$48,800.00</b>	<b>\$41,480.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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