



**WABC**  
**7 Lincoln Square**  
**New York, NY 10023**  
**(917) 260-7000**

# CONTRACT

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>65383 /                  |  | <u>Alt Order #</u><br>WOC10172776                      |
| <u>Product</u><br>CUOMO FOR GOVERNOR/HOCHUL FOR LT GOV |  |  |
| <u>Contract Dates</u><br>11/03/14 - 11/04/14           |  | <u>Estimate #</u>                                      |
| <u>Advertiser</u><br>Cuomo Hochul 2014, Inc.           |  | <u>Original Date / Revision</u><br>10/24/14 / 10/24/14 |
| <u>Billing Cycle</u><br>EOM/EOC                        | <u>Billing Calendar</u><br>Broadcast   | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WABC                                 | <u>Account Executive</u><br>Dee Parker | <u>Sales Office</u><br>Philadelphia NT                 |
| <u>Special Handling</u>                                |  |  |
| <u>Demographic</u><br>Adults 35+                       |  |  |
| <u>IDB#</u>  | <u>Advertiser Code</u>                 | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                                      |  | <u>Advertiser Ref</u>                                  |

And:

**AKP&D Message & Media LLC**  
**730 N Franklin Street**  
**Suite 404**  
**Chicago, IL 60610**

| *Line | Ch   | Start Date        | End Date        | Description          | Start/End Time    | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|----------------------|-------------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | WABC | 11/03/14          | 11/04/14        | M-F EWN This Morning | 4:30 AM-5:00 AM   |      | :30    |                   |             | NM   | 2     | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 11-----              |                   |      |        | 2                 | \$400.00    |      |       |            |
| N 2   | WABC | 11/03/14          | 11/04/14        | M-F EWN This Morning | 5:15 AM-6:00 AM   |      | :30    |                   |             | NM   | 2     | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 11-----              |                   |      |        | 2                 | \$900.00    |      |       |            |
| N 3   | WABC | 11/03/14          | 11/04/14        | M-F EWN This Morning | 6:15 AM-7:00 AM   |      | :30    |                   |             | NM   | 2     | \$4,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 11-----              |                   |      |        | 2                 | \$2,000.00  |      |       |            |
| N 4   | WABC | 11/03/14          | 11/04/14        | M-F GMA              | 7:00 AM-9:00 AM   |      | :30    |                   |             | NM   | 2     | \$7,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 11-----              |                   |      |        | 2                 | \$3,500.00  |      |       |            |
| N 5   | WABC | 11/03/14          | 11/04/14        | M-F 9a-10a           | 9:00 AM-10:00 AM  |      | :30    |                   |             | NM   | 2     | \$5,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 11-----              |                   |      |        | 2                 | \$2,600.00  |      |       |            |
| N 6   | WABC | 11/03/14          | 11/04/14        | M-F 11a-12p          | 11:00 AM-12:00 PM |      | :30    |                   |             | NM   | 2     | \$6,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 11-----              |                   |      |        | 2                 | \$3,000.00  |      |       |            |
| N 7   | WABC | 11/03/14          | 11/03/14        | M-F 12p-1p           | 12:15 PM-1:00 PM  |      | :30    |                   |             | NM   | 1     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 1-----               |                   |      |        | 1                 | \$1,500.00  |      |       |            |
| N 8   | WABC | 11/03/14          | 11/03/14        | M-F EWN at 4p        | 4:15 PM-5:00 PM   |      | :30    |                   |             | NM   | 2     | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 2-----               |                   |      |        | 2                 | \$1,000.00  |      |       |            |
| N 9   | WABC | 11/03/14          | 11/03/14        | M-F EWN at 5p        | 5:15 PM-6:00 PM   |      | :30    |                   |             | NM   | 1     | \$2,300.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 1-----               |                   |      |        | 1                 | \$2,300.00  |      |       |            |
| N 10  | WABC | 11/03/14          | 11/03/14        | M-Su EWN at 6p       | 6:15 PM-6:30 PM   |      | :30    |                   |             | NM   | 1     | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 1-----               |                   |      |        | 1                 | \$2,500.00  |      |       |            |
| N 11  | WABC | 11/03/14          | 11/03/14        | M-F 7p-8p            | 7:00 PM-7:30 PM   |      | :30    |                   |             | NM   | 1     | \$5,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 11/03/14          | 11/09/14        | 1-----               |                   |      |        | 1                 | \$5,800.00  |      |       |            |
| N 12  | WABC | 11/03/14          | 11/03/14        | M-F 7p-8p            | 7:30 PM-8:00 PM   |      | :30    |                   |             | NM   | 1     | \$5,800.00 |

(\* 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.



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**7 Lincoln Square**  
**New York, NY 10023**  
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| 65383 /                    | WOC10172776        |

|                       |                  |                   |
|-----------------------|------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u>   | <u>Estimate #</u> |
| 11/03/14 - 11/04/14   | CUOMO FOR GOVERN |                   |

|                         |                                 |
|-------------------------|---------------------------------|
| <u>Advertiser</u>       | <u>Original Date / Revision</u> |
| Cuomo Hochul 2014, Inc. | 10/24/14 / 10/24/14             |

| *Line         | Ch   | Start Date        | End Date        | Description       | Start/End Time    | Days | Length | Spots/Week        | Rate        | Type | Spots     | Amount             |
|---------------|------|-------------------|-----------------|-------------------|-------------------|------|--------|-------------------|-------------|------|-----------|--------------------|
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 11/03/14          | 11/09/14        | 1-----            |                   |      |        | 1                 | \$5,800.00  |      |           |                    |
| N 13          | WABC | 11/03/14          | 11/03/14        | Mon Prime         | 8:00 PM-10:00 PM  |      | :30    |                   |             | NM   | 1         | \$18,000.00        |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 11/03/14          | 11/09/14        | 1-----            |                   |      |        | 1                 | \$18,000.00 |      |           |                    |
| N 14          | WABC | 11/03/14          | 11/03/14        | M-Sun EWN at 11p  | 11:15 PM-11:35 PM |      | :30    |                   |             | NM   | 1         | \$5,200.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 11/03/14          | 11/09/14        | 1-----            |                   |      |        | 1                 | \$5,200.00  |      |           |                    |
| N 15          | WABC | 11/03/14          | 11/03/14        | Jimmy Kimmel Live | 11:35 PM-12:37 XM |      | :30    |                   |             | NM   | 1         | \$2,000.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 11/03/14          | 11/09/14        | 1-----            |                   |      |        | 1                 | \$2,000.00  |      |           |                    |
| N 16          | WABC | 11/03/14          | 11/03/14        | Nightline         | 12:37 XM-1:06 XM  |      | :30    |                   |             | NM   | 1         | \$1,000.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 11/03/14          | 11/09/14        | 1-----            |                   |      |        | 1                 | \$1,000.00  |      |           |                    |
| <b>Totals</b> |      |                   |                 |                   |                   |      |        |                   |             |      | <b>23</b> | <b>\$70,900.00</b> |

| Time Period         | # of Spots | Gross Amount       | Agency Comm.         | Net Amount         |
|---------------------|------------|--------------------|----------------------|--------------------|
| 10/27/14 - 11/04/14 | 23         | \$70,900.00        | (\$10,635.00)        | \$60,265.00        |
| <b>Totals</b>       | <b>23</b>  | <b>\$70,900.00</b> | <b>(\$10,635.00)</b> | <b>\$60,265.00</b> |

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

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