

# CONTRACT



**WKYC**  
 1333 Lakeside Ave  
 Cleveland, OH 44114  
 (216)344-3333

<u>Contract / Revision</u> 1386079 /		<u>Alt Order #</u> 08555332
<u>Product</u> SEIU 1199 NEIGHBRHDS		
<u>Contract Dates</u> 03/15/17 - 03/21/17		<u>Estimate #</u> 4841
<u>Advertiser</u> SEIU		<u>Original Date / Revision</u> 03/13/17 / 03/13/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WKYC	<u>Account Executive</u> Joe Knauer	<u>Sales Office</u> Telerep Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 301	<u>Product 1/2</u> 317
<u>Agency Ref</u> 20381AG		<u>Advertiser Ref</u> 71571

And:

**New Media Firm, The/ POL**  
 1322 G Street SE  
 Washington, DC 20003

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WKYC	03/17/17	03/17/17	Channel 3 News at 6p	6p-630p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/13/17	03/19/17	----F--				1	\$850.00				
N 2	WKYC	03/17/17	03/17/17	Local News @ 6a M-F	6-7a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/13/17	03/19/17	----F--				1	\$400.00				
N 3	WKYC	03/20/17	03/20/17	Channel 3 News at 6p	6p-630p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/20/17	03/26/17	M-----				1	\$850.00				
N 4	WKYC	03/16/17	03/16/17	Local News @ 6a M-F	6-7a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/13/17	03/19/17	---T---				1	\$400.00				
N 5	WKYC	03/21/17	03/21/17	Local News @ 6a M-F	6-7a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/20/17	03/26/17	-T-----				1	\$400.00				
N 6	WKYC	03/15/17	03/15/17	Channel 3 News at 6p	6p-630p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/13/17	03/19/17	--W----				1	\$850.00				
<b>Totals</b>								0.00				6	\$3,750.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/27/17 -03/21/17	6	\$3,750.00	(\$562.50)	\$3,187.50
<b>Totals</b>	6	\$3,750.00	(\$562.50)	\$3,187.50

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

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

Standard Terms: Your purchase of advertising is subject to the TEGNA Media Standard Advertising Terms and Conditions ("Standard Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the 'Advertise With Us' section under the 'About' tab of Station's website. You will be deemed to have accepted our Standard Terms upon the earliest of (i) the date you sign the Insertion Order to which this Contract relates, (ii) the date the campaign contemplated by this Contract first launches, or (iii) the date on which you pay any amounts specified on an invoice related to this Contract.

Non-Discrimination: TEGNA Media and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.