

# CONTRACT



**WPIX-TV**  
**220 East 42nd Street**  
**New York, NY 10017**  
**(212) 949-1100**

And:

**Canal Partners Media**  
**1027 33rd Street, NW**  
**Suite 140**  
**Washington, DC 20007**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>621515 /              |  | <u>Alt Order #</u><br>07418692                         |
| <u>Product</u><br>FFES                              |  |  |
| <u>Contract Dates</u><br>09/29/14 - 10/05/14        |  | <u>Estimate #</u><br>2703                              |
| <u>Advertiser</u><br>Families for Excellent Schools |  | <u>Original Date / Revision</u><br>09/26/14 / 09/26/14 |
| <u>Billing Cycle</u><br>EOM/EOC                     | <u>Billing Calendar</u><br>Broadcast   | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WPIX                              | <u>Account Executive</u><br>Nick Welte | <u>Sales Office</u><br>Telerep Philadel                |
| <u>Special Handling</u>                             |  |  |
| <u>Demographic</u><br>Adults 35+                    |  |  |
| <u>IDB#</u><br>13041                                | <u>Advertiser Code</u><br>382          | <u>Product Code</u><br>503                             |
| <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           | 11 | 09/29/14          | 10/05/14        | PIX News at Ten | 10-1030p          |      | :30    |             |               |      | NM   | 3     | \$6,600.00  |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> |      |        | <u>Rate</u> | <u>Rating</u> |      |      |       |             |
| Week:         |    | 09/29/14          | 10/05/14        | MTWTFSS         | 3                 |      |        | \$2,200.00  | 0.00          |      |      |       |             |
| N 2           | 11 | 09/29/14          | 10/05/14        | PIX News at Ten | 1030-11p          |      | :30    |             |               |      | NM   | 2     | \$4,000.00  |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> |      |        | <u>Rate</u> | <u>Rating</u> |      |      |       |             |
| Week:         |    | 09/29/14          | 10/05/14        | MTWTFSS         | 2                 |      |        | \$2,000.00  | 0.00          |      |      |       |             |
| <b>Totals</b> |    |                   |                 |                 |                   |      |        |             |               | 0.00 |      | 5     | \$10,600.00 |

| Time Period         | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|------------|
| 09/29/14 - 10/05/14 | 5          | \$10,600.00  | \$9,010.00 |
| <b>Totals</b>       | 5          | \$10,600.00  | \$9,010.00 |

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

(\* 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.