

CONTRACT



WNYT - TV
715 N Pearl Street
Albany, NY 12204
(518)436-4791

www.wnyt.com

And:

Mentzer Media Services
210 W. Pennsylvania Ave, Ste. 250
Towson, MD 21204

<u>Contract / Revision</u> 319614 /		<u>Alt Order #</u> 08858873
<u>Product</u> AMER ACTION NETWORK		
<u>Contract Dates</u> 11/14/17 - 11/16/17	<u>Estimate #</u> 5440	
<u>Advertiser</u> American Action Network		<u>Original Date / Revision</u> 11/13/17 / 11/14/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WNYT	<u>Account Executive</u> Ryan Eddins	<u>Sales Office</u> HRP - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 123.60
<u>Agcy Code</u> 1021	<u>Advertiser Code</u> 198	<u>Product 1/2</u> 444
<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	WNYT	11/14/17	11/14/17	M-F AM Live	6-7a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$600.00	4.40			
N 2	WNYT	11/15/17	11/15/17	M-F 4p News	4-5p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--1----				1	\$125.00	1.30			
N 3	WNYT	11/16/17	11/16/17	M-F 4p News	4-5p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/17	11/22/17	---1---				1	\$125.00	1.30			
N 4	WNYT	11/14/17	11/14/17	M-F 5-5:30p News	5-5:30p		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$375.00	3.50			
N 5	WNYT	11/15/17	11/15/17	M-F 5-5:30p News	5-5:30p		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--1----				1	\$375.00	3.50			
N 6	WNYT	11/16/17	11/16/17	M-F 5-5:30p News	5-5:30p		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/17	11/22/17	---1---				1	\$375.00	3.50			
N 7	WNYT	11/14/17	11/14/17	M-F 5:30-6P News	5:30-6p		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$475.00	4.60			
N 8	WNYT	11/15/17	11/15/17	M-F 5:30-6P News	5:30-6p		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--1----				1	\$475.00	4.60			
N 9	WNYT	11/16/17	11/16/17	M-F 5:30-6P News	5:30-6p		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/17	11/22/17	---1---				1	\$475.00	4.60			
N 10	WNYT	11/14/17	11/14/17	M-F Entertainment	7-7:30p		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$425.00	3.60			
N 11	WNYT	11/15/17	11/15/17	M-F Entertainment	7-7:30p		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Advertiser</u> American Action Network		<u>Estimate #</u> 5440
		<u>Original Date / Revision</u> 11/13/17 / 11/14/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--1----				1	\$425.00	3.60			
N 12	WNYT	11/16/17	11/16/17	M-F AM Live	6-7a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/17	11/22/17	---1---				1	\$600.00	4.40			
N 13	WNYT	11/16/17	11/16/17	M-F Entertainm	7-7:30p		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/17	11/22/17	---1---				1	\$425.00	3.60			
N 14	WNYT	11/14/17	11/14/17	M-F 730-8p Ins	730-8p		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$425.00	3.90			
N 15	WNYT	11/15/17	11/15/17	M-F 730-8p Ins	730-8p		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--1----				1	\$425.00	3.90			
N 16	WNYT	11/14/17	11/14/17	L&O True Crim	10-11p		:30				NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-2-----				2	\$1,250.00	3.50			
N 17	WNYT	11/15/17	11/15/17	The Blacklist	8-9p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--2----				2	\$1,000.00	8.30			
N 18	WNYT	11/15/17	11/15/17	The Voice	9-10p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--2----				2	\$1,000.00	4.70			
N 19	WNYT	11/14/17	11/14/17	M-SU 11p New	11-11:35p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$600.00	4.10			
N 20	WNYT	11/14/17	11/14/17	M-F 11:35p-12:	11:35p-12:35a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$225.00	1.00			
N 21	WNYT	11/15/17	11/15/17	M-F 11:35p-12:	11:35p-12:35a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--1----				1	\$225.00	1.00			
N 22	WNYT	11/16/17	11/16/17	M-F 11:35p-12:	11:35p-12:35a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/17	11/22/17	---1---				1	\$225.00	1.00			
N 23	WNYT	11/14/17	11/14/17	M-F Today Shc	7-9a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$500.00	3.60			
N 24	WNYT	11/14/17	11/14/17	M-F 12:35-1:35	12:35-1:35a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$100.00	0.50			
N 25	WNYT	11/15/17	11/15/17	M-F 12:35-1:35	12:35-1:35a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--1----				1	\$100.00	0.50			
N 26	WNYT	11/16/17	11/16/17	M-F 12:35-1:35	12:35-1:35a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/17	11/22/17	---1---				1	\$100.00	0.50			
N 27	WNYT	11/14/17	11/14/17	M-F 1:35-2:05a	1:35-2:05a		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$60.00	0.30			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 28	WNYT	11/15/17	11/15/17	M-F 1:35-2:05a	1:35-2:05a		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--1----				1	\$60.00	0.30			
N 29	WNYT	11/16/17	11/16/17	M-F 1:35-2:05a	1:35-2:05a		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/17	11/22/17	---1---				1	\$60.00	0.30			
N 30	WNYT	11/15/17	11/15/17	M-F Today Sho	7-9a		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--2----				2	\$500.00	3.60			
N 31	WNYT	11/16/17	11/16/17	M-F Today Sho	7-9a		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/17	11/22/17	---2---				2	\$500.00	3.60			
N 32	WNYT	11/14/17	11/14/17	M-F NC13 Noo	12-12:30p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$175.00	2.50			
N 33	WNYT	11/15/17	11/15/17	M-F NC13 Noo	12-12:30p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/15/17	11/21/17	--1----				1	\$175.00	2.50			
N 34	WNYT	11/16/17	11/16/17	M-F NC13 Noo	12-12:30p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/17	11/22/17	---1---				1	\$175.00	2.50			
N 35	WNYT	11/14/17	11/14/17	M-F 4p News	4-5p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/14/17	11/20/17	-1-----				1	\$125.00	1.30			
Totals								123.60				40	\$17,530.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/17 - 11/16/17	40	\$17,530.00	(\$2,629.50)	\$14,900.50
Totals	40	\$17,530.00	(\$2,629.50)	\$14,900.50

Signature: _____ **Date:** _____

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