



WROC  
201 Humboldt St  
Rochester, NY 14610

Normal Communications  
Thomas A. Costa  
39 State Street, Suite 110  
Rochester, NY 14614

**Contract # 1201467**

**Schedule Dates** 10/05/15-10/11/15  
**Advertiser** William K Taylor/Supreme Court/Rep/NY (75703)  
**Agency** Normal Communications (13626)  
**Product** Political - State Judicial (1072)  
**Brand** William K Taylor Supreme Court NY Rep Flight 10-  
**Salesperson** Rochester, House (1083)  
**Sales Office** Rochester  
**Buyer Name** Spinosa, Ann  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/02/15  
**Last Modified** 10/09/15  
**Entered By** Carol Mangione  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,894.50  
**Net Total** \$10,735.50  
**Sales Tax**

**Rochester (WROC)**

By Broadcast Month	Spots	Rate
Oct. 2015	40	\$12,630.00
<b>Grand Total:</b>	<b>40</b>	<b>\$12,630.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	5:58A- NEWS 8 AT SUNRISE 6AM	4	X	X	X	X	X			4	\$90.00	\$360.00	Rochester (WROC)	NEWS 8 @ SUNRISE 6-7A	10/2/15
2.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	7A- CBS THIS MORNING	4	X	X	X	X	X			4	\$80.00	\$320.00	Rochester (WROC)	CBS THIS MORNING	10/2/15
3.0	Normal Line / SPOT	10/11/15-10/11/15	5	:30	8:58A- CBS NEWS SUNDAY MORNING								1	1	\$350.00	\$350.00	Rochester (WROC)	CBS NEWS SUNDY MORNING 9-1030A	10/2/15
4.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	10:57A- THE PRICE IS RIGHT	3	X	X	X	X	X			3	\$90.00	\$270.00	Rochester (WROC)	THE PRICE IS RIGHT	10/2/15
5.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	11:59A- NEWS 8 AT NOON	3	X	X	X	X	X			3	\$90.00	\$270.00	Rochester (WROC)	NEWS 8 @ NOON	10/2/15
6.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	4:30P- INSIDE EDITION	3	X	X	X	X	X			3	\$65.00	\$195.00	Rochester (WROC)	INSIDE EDITION	10/2/15
7.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	4:58P- NEWS 8 AT 5	2	X	X	X	X	X			2	\$110.00	\$220.00	Rochester (WROC)	NEWS 8 @ 5P	10/2/15
8.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	5:30P- NEWS 8 AT 530	2	X	X	X	X	X			2	\$110.00	\$220.00	Rochester (WROC)	NEWS 8 @ 530P	10/2/15
9.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	5:59P- NEWS 8 AT 6	4	X	X	X	X	X			4	\$200.00	\$800.00	Rochester (WROC)	NEWS 8 @ 6P	10/2/15
10.0	Normal Line / SPOT	10/10/15-10/10/15	5	:30	7P- NEWS 8 AT 6 SAT								1	1	\$100.00	\$100.00	Rochester (WROC)	NEWS 8 @ 6P - SAT - AIRING: 7P-730P OTO	10/2/15
11.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	6:58P- WHEEL OF FORTUNE	3	X	X	X	X	X			3	\$425.00	\$1,275.00	Rochester (WROC)	WHEEL OF FORTUNE	10/2/15

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

See the back of this document for Advertising Contract Terms and Conditions



WROC  
201 Humboldt St  
Rochester, NY 14610

Normal Communications  
Thomas A. Costa  
39 State Street, Suite 110  
Rochester, NY 14614

### Contract # 1201467

**Schedule Dates** 10/05/15-10/11/15  
**Advertiser** William K Taylor/Supreme Court/Rep/NY (75703)  
**Agency** Normal Communications (13626)  
**Product** Political - State Judicial (1072)  
**Brand** William K Taylor Supreme Court NY Rep Flight 10-  
**Salesperson** Rochester, House (1083)  
**Sales Office** Rochester  
**Buyer Name** Spinosa, Ann  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/02/15  
**Last Modified** 10/09/15  
**Entered By** Carol Mangione  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,894.50  
**Net Total** \$10,735.50  
**Sales Tax**

### Rochester (WROC)

By Broadcast Month	Spots	Rate
Oct. 2015	40	\$12,630.00
<b>Grand Total:</b>	<b>40</b>	<b>\$12,630.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	7:28P- JEOPARDY!	3	X	X	X		X			3	\$475.00	\$1,425.00	Rochester (WROC)	JEOPARDY	10/2/15
13.0	Normal Line / SPOT	10/05/15-10/09/15	5	:30	11P- NEWS 8 AT 11	3	X	X	X		X			3	\$175.00	\$525.00	Rochester (WROC)	NEWS 8 @ 11P	10/2/15
14.0	Normal Line / SPOT	10/06/15-10/06/15	5	:30	7:57P- N C I S			1						1	\$1,300.00	\$1,300.00	Rochester (WROC)	NCIS	10/2/15
15.0	Normal Line / SPOT	10/07/15-10/07/15	5	:30	9P- Criminal Minds				1					1	\$1,000.00	\$1,000.00	Rochester (WROC)	CRIMINAL MINDS	10/2/15
16.0	Normal Line / SPOT	10/11/15-10/11/15	5	:30	7:30P- 60 minutes								1	1	\$1,200.00	\$1,200.00	Rochester (WROC)	60 MINUTES - AIRING: 730P-830P OTO	10/2/15
17.0	Normal Line / NFL Bills	10/11/15-10/11/15	5	:30	12:57P- THE NFL ON CBS	1							X	1	\$2,800.00	\$2,800.00	Rochester (WROC)		10/9/15

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

See the back of this document for Advertising Contract Terms and Conditions