# CONTRACT

**WIVB**
**2077 Elmwood Ave.**
**Buffalo, NY 14207**
**(716) 874-4410**

| Contract / Revision | Alt Order # |
|---|---|
| 906726 / | 25249672 |

| Product |
|---|
| **ORDER** |

| Contract Dates | Estimate # |
|---|---|
| **09/20/16 - 09/26/16** | **920926** |

| Advertiser | Original Date / Revision |
|---|---|
| **POL/Tom Reed** | 07/20/16 / 10/04/16 |

And:

**Smart Media Group**
**814 King Street**
**Suite 400**
**Alexandria, VA 22314**
**USA**

| Billing Cycle | Billing Calendar | Cash/Trade |
|---|---|---|
| EOM/EOC | Broadcast | Cash |
| **Property** | **Account Executive** | **Sales Office** |
| **WIVB** | Katz Washington | Katz/Washingto |

Special Handling

Demographic
Adults 35+

| Agy Code | Advertiser Code | Product 1/2 |
|---|---|---|
| 9912891 | REENY | ORDR |

| Agency Ref | Advertiser Ref |
|---|---|
| IN10086/SP6681/TO13 | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| D 1 | WIVB | 09/21/16 | 09/21/16 | Price Is Right | M-F 11a-12p | | :30 | | | | NM | 0 | $0.00 |
| D 2 | WIVB | 09/23/16 | 09/23/16 | Price Is Right | M-F 11a-12p | | :30 | | | | NM | 0 | $0.00 |
| D 3 | WIVB | 09/26/16 | 09/26/16 | Price Is Right | M-F 11a-12p | | :30 | | | | NM | 0 | $0.00 |
| N 4 | WIVB | 09/20/16 | 09/20/16 | News 4 @ Noon | M-F 12p-1230p | | :30 | | | | NM | 1 | $120.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: | 09/19/16 | 09/25/16 | -1----- | 1 | $120.00 | | | | | | | | |
| N 5 | WIVB | 09/22/16 | 09/22/16 | News 4 @ Noon | M-F 12p-1230p | | :30 | | | | NM | 0 | $0.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: | 09/19/16 | 09/25/16 | ---1--- | 1 | $120.00 | | | | | | | | |
| | Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | | Rate | | Type | | |
| | 1 | *WIVB* | *09/19/16-09/25/16* | *News 4 @ Noon* | *M-F 12p-1230p* | ----Th----- | *:30* | | *~~$120.00~~* | | *NM* | | |
| | *Credited* | | | | | | | | | | | | |
| N 6 | WIVB | 09/26/16 | 09/26/16 | News 4 @ Noon | M-F 12p-1230p | | :30 | | | | NM | 0 | $0.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: | 09/26/16 | 10/02/16 | 1------ | 1 | $120.00 | | | | | | | | |
| | Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | | Rate | | Type | | |
| | 1 | *WIVB* | *09/26/16-10/02/16* | *News 4 @ Noon* | *M-F 12p-1230p* | M---------- | *:30* | | *~~$120.00~~* | | *NM* | | |
| | *Credited* | | | | | | | | | | | | |
| D 7 | WIVB | 09/25/16 | 09/25/16 | Su Face/Nation 1030-1130a | Su Face/Nation 10 | | :30 | | | | NM | 0 | $0.00 |
| N 12 | WIVB | 09/20/16 | 09/20/16 | Early Morning Wake Up M-F | M-F 5a-559a | | :30 | | | | NM | 1 | $100.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: | 09/19/16 | 09/25/16 | -1----- | 1 | $100.00 | | | | | | | | |
| N 13 | WIVB | 09/21/16 | 09/21/16 | Early Morning Wake Up M-F | M-F 5a-559a | | :30 | | | | NM | 1 | $100.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: | 09/19/16 | 09/25/16 | --1---- | 1 | $100.00 | | | | | | | | |
| N 14 | WIVB | 09/22/16 | 09/22/16 | Early Morning Wake Up M-F | M-F 5a-559a | | :30 | | | | NM | 1 | $100.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: | 09/19/16 | 09/25/16 | ---1--- | 1 | $100.00 | | | | | | | | |
| N 15 | WIVB | 09/23/16 | 09/23/16 | Early Morning Wake Up M-F | M-F 5a-559a | | :30 | | | | NM | 1 | $100.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | | |
| Week: | 09/19/16 | 09/25/16 | ----1-- | 1 | $100.00 | | | | | | | | |

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| Contract / Revision | Alt Order # |
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| 906726 / | 25249672 |

| Contract Dates | Product | Estimate # |
|---|---|---|
| **09/20/16 - 09/26/16** | ORDER | **920926** |

| Advertiser | Original Date / Revision |
|---|---|
| **POL/Tom Reed** | 07/20/16 / 10/04/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| N 16 | WIVB | 09/26/16 | 09/26/16 | Early Morning Wake Up M-F | M-F 5a-559a | | :30 | | | | NM | 1 | $100.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | 1------ | 1 | $100.00 | | | | | | | |
| N 17 | WIVB | 09/20/16 | 09/20/16 | M-F Early Show 7a-9a | M-F Early Show 7a | | :30 | | | | NM | 2 | $150.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | -2----- | 2 | $75.00 | | | | | | | |
| N 18 | WIVB | 09/21/16 | 09/21/16 | M-F Early Show 7a-9a | M-F Early Show 7a | | :30 | | | | NM | 1 | $75.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | --2---- | 2 | $75.00 | | | | | | | |
| | Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | | Rate | | Type | | |
| | 2 | *WIVB* | *09/19/16-09/25/16* | *M-F Early Show 7a-9a* | *M-F Early Show 7a* | ---W------- | *:30* | | *~~$75.00~~* | | *NM* | | |
| | | *Credited* | | | | | | | | | | | |
| N 19 | WIVB | 09/23/16 | 09/23/16 | M-F Early Show 7a-9a | M-F Early Show 7a | | :30 | | | | NM | 0 | $0.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | ----2-- | 2 | $75.00 | | | | | | | |
| | Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | | Rate | | Type | | |
| | 1 | *WIVB* | *09/19/16-09/25/16* | *M-F Early Show 7a-9a* | *M-F Early Show 7a* | ------F---- | *:30* | | *~~$75.00~~* | | *NM* | | |
| | | *Credited* | | | | | | | | | | | |
| | 2 | *WIVB* | *09/19/16-09/25/16* | *M-F Early Show 7a-9a* | *M-F Early Show 7a* | ------F---- | *:30* | | *~~$75.00~~* | | *NM* | | |
| | | *Credited* | | | | | | | | | | | |
| N 20 | WIVB | 09/26/16 | 09/26/16 | M-F Early Show 7a-9a | M-F Early Show 7a | | :30 | | | | NM | 2 | $150.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | 2------ | 2 | $75.00 | | | | | | | |
| D 21 | WIVB | 09/24/16 | 09/24/16 | Saturday Wknd Wake Up RE | Sa 6a-8a | | :30 | | | | NM | 0 | $0.00 |
| N 22 | WIVB | 09/24/16 | 09/24/16 | CBS This Morning Saturday | Sa 8a-10a | | :30 | | | | NM | 1 | $100.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | -----1- | 1 | $100.00 | | | | | | | |
| D 23 | WIVB | 09/25/16 | 09/25/16 | Su Wknd Wakeup 6a-8a RE\ | Su Wknd Wakeup | | :30 | | | | NM | 0 | $0.00 |
| N 24 | WIVB | 09/25/16 | 09/25/16 | CBS Sunday Morn 9a-1030a | CBS Sunday Morn | | :30 | | | | NM | 1 | $225.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | ------1 | 1 | $225.00 | | | | | | | |
| N 25 | WIVB | 09/20/16 | 09/20/16 | LF M-F The Late Show | LF M-F The Late S | | :30 | | | | NM | 1 | $75.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | -1----- | 1 | $75.00 | | | | | | | |
| N 26 | WIVB | 09/21/16 | 09/21/16 | LF M-F The Late Show | LF M-F The Late S | | :30 | | | | NM | 1 | $75.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | --1---- | 1 | $75.00 | | | | | | | |
| N 27 | WIVB | 09/26/16 | 09/26/16 | LF M-F The Late Show | LF M-F The Late S | | :30 | | | | NM | 1 | $75.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | 1------ | 1 | $75.00 | | | | | | | |
| N 29 | WIVB | 09/24/16 | 09/24/16 | M-Su Late Fringe | M-Su 1135p-135a | | :30 | | | | NM | 1 | $15.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | -----1- | 1 | $15.00 | | | | | | | |
| N 30 | WIVB | 09/24/16 | 09/24/16 | M-Su Late Fringe | M-Su 1135p-135a | | :30 | | | | NM | 1 | $30.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | -----1- | 1 | $30.00 | | | | | | | |
| N 31 | WIVB | 09/25/16 | 09/25/16 | M-Su Late Fringe | M-Su 1135p-135a | | :30 | | | | NM | 1 | $15.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |

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| **POL/Tom Reed** | 07/20/16 / 10/04/16 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | ------1 | 1 | $15.00 | | | | | | | |
| N 32 | WIVB | 09/25/16 | 09/25/16 | M-Su Late Fringe | M-Su 1135p-135a | | :30 | | | | NM | 1 | $25.00 |
| Week: | | 09/19/16 | 09/25/16 | ------1 | 1 | $25.00 | | | | | | | |
| N 33 | WIVB | 09/20/16 | 09/20/16 | M-Su 11-1135p | M-Su 11-1135p | | :30 | | | | NM | 1 | $240.00 |
| Week: | | 09/19/16 | 09/25/16 | -1----- | 1 | $240.00 | | | | | | | |
| N 34 | WIVB | 09/21/16 | 09/21/16 | M-Su 11-1135p | M-Su 11-1135p | | :30 | | | | NM | 1 | $240.00 |
| Week: | | 09/19/16 | 09/25/16 | --1---- | 1 | $240.00 | | | | | | | |
| N 35 | WIVB | 09/26/16 | 09/26/16 | M-Su 11-1135p | M-Su 11-1135p | | :30 | | | | NM | 1 | $240.00 |
| Week: | | 09/26/16 | 10/02/16 | 1------ | 1 | $240.00 | | | | | | | |
| D 36 | WIVB | 09/24/16 | 09/24/16 | M-Su 11-1135p | M-Su 11-1135p | | :30 | | | | NM | 0 | $0.00 |
| N 37 | WIVB | 09/25/16 | 09/25/16 | M-Su 11-1135p | M-Su 11-1135p | | :30 | | | | NM | 1 | $200.00 |
| Week: | | 09/19/16 | 09/25/16 | ------1 | 1 | $200.00 | | | | | | | |
| N 38 | WIVB | 09/20/16 | 09/20/16 | M-F 658-730p | M-F 658-730p | | :30 | | | | NM | 1 | $350.00 |
| Week: | | 09/19/16 | 09/25/16 | -1----- | 1 | $350.00 | | | | | | | |
| N 39 | WIVB | 09/21/16 | 09/21/16 | M-F 658-730p | M-F 658-730p | | :30 | | | | NM | 1 | $350.00 |
| Week: | | 09/19/16 | 09/25/16 | --1---- | 1 | $350.00 | | | | | | | |
| N 40 | WIVB | 09/22/16 | 09/22/16 | M-F 658-730p | M-F 658-730p | | :30 | | | | NM | 1 | $350.00 |
| Week: | | 09/19/16 | 09/25/16 | ---1--- | 1 | $350.00 | | | | | | | |
| N 41 | WIVB | 09/26/16 | 09/26/16 | M-F 658-730p | M-F 658-730p | | :30 | | | | NM | 1 | $350.00 |
| Week: | | 09/26/16 | 10/02/16 | 1------ | 1 | $350.00 | | | | | | | |
| D 42 | WIVB | 09/24/16 | 09/24/16 | Sa 7-730p | 7p-730p | | :30 | | | | NM | 0 | $0.00 |
| N 43 | WIVB | 09/24/16 | 09/24/16 | Saturday 758-9p | Saturday 758-9p | | :30 | | | | NM | 1 | $175.00 |
| Week: | | 09/19/16 | 09/25/16 | -----1- | 1 | $175.00 | | | | | | | |
| N 44 | WIVB | 09/24/16 | 09/24/16 | Saturday 9-10p | Saturday 9-10p | | :30 | | | | NM | 1 | $175.00 |
| Week: | | 09/19/16 | 09/25/16 | -----1- | 1 | $175.00 | | | | | | | |
| N 45 | WIVB | 09/25/16 | 09/25/16 | Sunday 10-11p | Sunday 10-11p | | :30 | | | | NM | 1 | $375.00 |
| Week: | | 09/19/16 | 09/25/16 | ------1 | 1 | $375.00 | | | | | | | |
| N 46 | WIVB | 09/20/16 | 09/20/16 | M-F 430a-5a Wake Up Early | M-F 430a-5a Wake | | :30 | | | | NM | 1 | $15.00 |
| Week: | | 09/19/16 | 09/25/16 | -1----- | 1 | $15.00 | | | | | | | |
| N 47 | WIVB | 09/22/16 | 09/22/16 | M-F 430a-5a Wake Up Early | M-F 430a-5a Wake | | :30 | | | | NM | 1 | $15.00 |
| Week: | | 09/19/16 | 09/25/16 | ---1--- | 1 | $15.00 | | | | | | | |
| N 48 | WIVB | 09/21/16 | 09/21/16 | M-F 430a-5a Wake Up Early | M-F 430a-5a Wake | | :30 | | | | NM | 1 | $15.00 |
| Week: | | 09/19/16 | 09/25/16 | --1---- | 1 | $15.00 | | | | | | | |

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| 906726 / | 25249672 |

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| **POL/Tom Reed** | 07/20/16 / 10/04/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| N 49 | WIVB | 09/26/16 | 09/26/16 | M-F 430a-5a Wake Up Early | M-F 430a-5a Wake | | :30 | | | | NM | 1 | $15.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | 1------ | 1 | $15.00 | | | | | | | |
| N 50 | WIVB | 09/24/16 | 09/24/16 | M-Su Overnight | M-Su Overnight 13 | | :30 | | | | NM | 1 | $10.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | -----1- | 1 | $10.00 | | | | | | | |
| N 51 | WIVB | 09/26/16 | 09/26/16 | M-F 4a-430a CBS Morn News | M-F 4a-430a CBS I | | :30 | | | | NM | 1 | $10.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | 1------ | 1 | $10.00 | | | | | | | |
| D 52 | WIVB | 09/20/16 | 09/23/16 | M-F 5p News 5-6p | M-F 5p News 5-6p | | :30 | | | | NM | 0 | $0.00 |
| N 53 | WIVB | 09/22/16 | 09/22/16 | M-F Early Show 7a-9a | M-F Early Show 7a | | :30 | | | | NM | 0 | $0.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | ---2--- | 2 | $75.00 | | | | | | | |
| Spot | Ch | Date Range | | Description | Start/End Time | Weekdays | Length | | Rate | | Type | | |
| *1* | *WIVB* | *09/19/16-09/25/16* | | *M-F Early Show 7a-9a* | *M-F Early Show 7a* | ----Th----- | *:30* | | *~~$75.00~~* | | *NM* | | |
| | *Credited* | | | | | | | | | | | | |
| *2* | *WIVB* | *09/19/16-09/25/16* | | *M-F Early Show 7a-9a* | *M-F Early Show 7a* | ----Th----- | *:30* | | *~~$75.00~~* | | *NM* | | |
| | *Credited* | | | | | | | | | | | | |
| N 54 | WIVB | 09/20/16 | 09/20/16 | M-F 4a-430a CBS Morn News | M-F 4a-430a CBS I | | :30 | | | | NM | 1 | $10.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | -1----- | 1 | $10.00 | | | | | | | |
| N 55 | WIVB | 09/25/16 | 09/25/16 | Sa 4a-8a /Su 4a-9a | Sa/Su 4a-9a | | :30 | | | | NM | 1 | $10.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | | 09/19/16 | 09/25/16 | ------1 | 1 | $10.00 | | | | | | | |
| | | | | | | Totals | | 0.00 | | | | 39 | $4,775.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---|---|---|---|---|
| 08/29/16 -09/25/16 | 31 | $3,835.00 | ($575.25) | $3,259.75 |
| 09/26/16 -09/26/16 | 8 | $940.00 | ($141.00) | $799.00 |
| Totals | 39 | $4,775.00 | ($716.25) | $4,058.75 |

**Signature:** _____ **Date:** _____

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