ORDER

Orders	**Order / Rev:**	**1311591**		
	Alt Order #:	08412269		
	Product Desc:	CERETTO ST ASSEMBLY		
	Estimate:			
	Flight Dates:	10/08/16 - 10/14/16	Primary AE:	Jim Quinn
	Original Date / Rev:	10/07/16 / 10/07/16	Sales Office:	T-PHI
	Order Type:	Political	Sales Region:	NAT
Agency	**Name:**	**Mark Guma Communications/ POL**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		211 West 107th Street	Billing Cycle:	EOM/EOC
		New York, NY 10025	Agency Commission:	15%
Advertiser	**Name:**	**Ceretto for State Assembly / POL**	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PL-State House Representative	Advertiser External ID:	107679
	Priority:	P04-GB	Agency External ID:	29260AG
	Revenue Codes:	AGY, (POL) Political, (POL) Candidate	Unit Code:	General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/14/16	43	$18,940.00	$16,099.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	43	$18,940.00	$16,099.00	0.00
Totals	43	$18,940.00	$16,099.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WGRZ	34%	$18,940.00
Market	100%	$55,705.88

Competitive Share	Share	Total
CABL	0%	$0.00
CABLE	0%	$0.00
UNKWN	0%	$0.00
WIVB	32%	$17,825.88
WKBW	22%	$12,255.29
WNED	0%	$0.00
WNEQ	0%	$0.00
WNGS	0%	$0.00
WNLO	0%	$0.00
WNYB	0%	$0.00
WNYO	0%	$0.00
WUTV	12%	$6,684.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WGRZ	10/10/16	10/14/16	Today Show Today Show	CM	Today Show	MTWTF--	:30	10	$400.00	P03-F	0.00 NM	10	$4,000.00
	TODAY SHOW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/10/16	10/16/16	MTWTF--	10	$400.00	0.00								
E 2	WGRZ	10/08/16	10/08/16		CM	7a-9a	-----S-	:30	1	$405.00	P02-F	0.00 NM	1	$405.00

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Advertiser: Ceretto for State Assembly / POL
Product Desc: CERETTO ST ASSEMBLY
Estimate:

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Today Show Sa NBC Today Show (Sa)										
				SATURDAY TODAY Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/03/16 / 10/09/16 / -----S- / 1 / $405.00 / 0.00										
E 3	WGRZ	10/09/16	10/09/16	Local News @ 630a Su Local News @ 630a Su	CM	630-7a	------S	:30	1	$210.00	P03-F	0.00 NM	1	$210.00
				EARLY DAYBREAK SUNDAY Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/03/16 / 10/09/16 / ------S / 1 / $210.00 / 0.00										
E 4	WGRZ	10/10/16	10/14/16	Today Show 2 Today Show 2	CM	9-10a (9:00 AM-10:00 AM)	MTWTF--	:30	3	$225.00	P03-F	0.00 NM	3	$675.00
				TODAY SHOW 2 Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/10/16 / 10/16/16 / MTWTF-- / 3 / $225.00 / 0.00										
E 5	WGRZ	10/10/16	10/14/16	Today Show 3 Today Show 3	CM	10-11a	MTWTF--	:30	3	$185.00	P03-F	0.00 NM	3	$555.00
				TODAY SHOW 3 Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/10/16 / 10/16/16 / MTWTF-- / 3 / $185.00 / 0.00										
E 6	WGRZ	10/10/16	10/14/16	TD Jakes 2-3p TD Jakes 2-3p	CM	TD Jakes 2-3p	MTWTF--	:30	3	$50.00	P04-(	0.00 NM	3	$150.00
				TD JAKES Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/10/16 / 10/16/16 / MTWTF-- / 3 / $50.00 / 0.00										
E 7	WGRZ	10/10/16	10/14/16	Dr. Phil 3-4p Dr. Phil	CM	258P-4P (3:00 PM-4:00 PM)	MTWTF--	:30	2	$280.00	P03-F	0.00 NM	2	$560.00
				DR PHIL Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/10/16 / 10/16/16 / MTWTF-- / 2 / $280.00 / 0.00										
E 8	WGRZ	10/10/16	10/14/16	Ellen 4-5p Ellen	CM	359P-5P	MTWTF--	:30	2	$350.00	P03-F	0.00 NM	2	$700.00
				ELLEN Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/10/16 / 10/16/16 / MTWTF-- / 2 / $350.00 / 0.00										
E 9	WGRZ	10/10/16	10/14/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	3	$700.00	P03-F	0.00 NM	3	$2,100.00
				CHANNEL 2 NEWS FIRST AT 5 Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/10/16 / 10/16/16 / MTWTF-- / 3 / $700.00 / 0.00										
E 10	WGRZ	10/10/16	10/14/16	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p	MTWTF--	:30	3	$700.00	P03-F	0.00 NM	3	$2,100.00
				CHANELL 2 NEWS AT 5:30 Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/10/16 / 10/16/16 / MTWTF-- / 3 / $700.00 / 0.00										
E 11	WGRZ	10/10/16	10/14/16	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	2	$980.00	P03-F	0.00 NM	2	$1,960.00
				CHANNEL 2 NEWS AT 6 Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/10/16 / 10/16/16 / MTWTF-- / 2 / $980.00 / 0.00										
E 12	WGRZ	10/08/16	10/08/16	Local News @ 6p Sa Local News @ 6p Sa	CM	6-630p (6:00 PM-6:30 PM)	-----S-	:30	1	$560.00	P03-F	0.00 NM	1	$560.00
				CHANNEL 2 NEWS WEEKEND SAT Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/03/16 / 10/09/16 / -----S- / 1 / $560.00 / 0.00										
E 13	WGRZ	10/10/16	10/14/16	ET 7-730p Entertainment Tonight	CM	7-730p	MTWTF--	:30	2	$585.00	P02-F	0.00 NM	2	$1,170.00
				ENTERTAINMENT TONIGHT Start Date / End Date / Weekdays / Spots/Week / Rate / Rating Week: 10/10/16 / 10/16/16 / MTWTF-- / 2 / $585.00 / 0.00										
E 14	WGRZ	10/08/16	10/14/16		CM	11-1135PM-F&SU	MTWTFS-	:30	3	$575.00	P03-F	0.00 NM	3	$1,725.00

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Advertiser: Ceretto for State Assembly / POL
Product Desc: CERETTO ST ASSEMBLY **WGRZ**
Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				LN (M-Su)										
				Late News		(11:00 PM-11:35 PM)								
CHANNEL 2 NEWS AT 11														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:		10/08/16	10/14/16	MTWTFS-	3	$575.00	0.00							
E 15	WGRZ	10/09/16	10/09/16	Local News @ 11p Su D	CM	Post NFL News	------S	:30	1	$400.00	P04-(	0.00 NM	1	$400.00
				Post NFL News										
CHANNEL 2 NEWS POST NFL LATE														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:		10/03/16	10/09/16	------S	1	$400.00	0.00							
E 16	WGRZ	10/10/16	10/14/16	Late Night	CM	1235a-137x	MTWTF--	:30	2	$135.00	P03-F	0.00 NM	2	$270.00
				Late Night		(12:35 XM-1:35 XM)								
LATE NIGHT WITH SETH MEYERS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:		10/10/16	10/16/16	MTWTF--	2	$135.00	0.00							
E 19	WGRZ	10/09/16	10/09/16	NFL Su Night Game	CM	NFL Regular Seas	------S	:30	1	$1,400.00	P04-(	0.00 NM	1	$1,400.00
				NFL Regular Season		(8:00 PM-11:00 PM)								
NFL - NY GIANTS / GREEN BAY														
												Totals	43	$18,940.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE ☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
WGRZ Buffalo NY	10-7-16

I, MARK GUMA,

being/on behalf of: JOHN CERETTO, a legally

qualified candidate of the DEMOCRATIC political

party for the office of: STATE ASSEMBLY

in the GENERAL

election to be held on: NOV. 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As Ordered			

Total Charges:

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

FRIENDS OF JOHN CERETTO

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

THOMAS DEAL

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

9/29/16
Date

Signature

To Be Signed By Station Representative

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature | Printed Name | Title

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