CBS TELEVISION STATIONS

AGREEMENT MADE BETWEEN

KYW TV3

1555 Hamilton Street, . PHILADELPHIA PA 19130 KYW TV3

AND

CONTRACT NO. REV.
1041-80913-1
DATE PRINTED
10/15/12

8131 AGENCY (OR SERVICE) ACTING AS AGENT FOR 188426 ADVERTISER (OR AGENCY AND ADVERTISER)

NAME	THE CAMPAIGN GROUP, INC.	MARKELL FOR DELAWARE
AND	1600 Locust St	325 E Main St
ADDRESS	Philadelphia PA 19103-6305 USA	Newark DE 19711-7152 USA
CONTACT	Lisa Cabanel	PRODUCT D-DE GOV
LOCAL SALESPERSON	CAROLYN TYSON	AGENCY EST. NO.
PRODUCT CODE	1304	
NATIONAL SALESPERSON		

Cancellation Notice

Required

Announcement 28 days prior notice

BROADCAST SCHEDULE STARTING 10/16/12 AND ENDING 10/22/12 NO. WEEKS: 1

CBS Television Stations Standard Terms and Conditions for advertising shall apply.
NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME FROM	TIME TO	LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
1 LUR	T-F	1	06:58A	09:00A	60S	10/16/12-10/19/12	CBS THIS MORNING	1	500.00	500.00
2 LUR	M-Su	4 1	11:00P	11:35P	60S	10/16/12-10/21/12 10/22/12-10/22/12	LATE NEWS	5	3600.00	18000.00
3 LUR	T-F	3	11:35P	12:37A	60S	10/16/12-10/19/12	DAVID LETTERMAN	3	1400.00	4200.00
4 LUR	T-F	1	05:00P	06:00P	60S	10/16/12-10/19/12	5PM EARLY NEWS	1	1400.00	1400.00
5 LUR	M	1	06:00P	06:30P	60S	10/22/12-10/22/12	NEWS 3 AT 6	1	1900.00	1900.00
6 LUR	T REQUEST INSIDE BREAK	1	07:57P	09:00P	60S	10/16/12-10/16/12	NAVY NCIS	1	18000.00	18000.00
7 LUR	Sa	1	09:58P	11:00P	60S	10/20/12-10/20/12	48 HOURS	1	3000.00	3000.00
8 LUR	T-F	1	06:30P	07:00P	60S	10/16/12-10/19/12	CBS EVENING NEWS	1	3000.00	3000.00
							Total Contract:	14		50000.00

Billing Summary

	Oct	Nov	Dec	Total
Qtr 4-12	50000.00	.00	.00	50000.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY | AS AGENT FOR (ADVERTISER) | ACCEPTED BY STATION

CBS TELEVISION STATIONS · CW

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AND 1600 Locust St	325 E Main St
ADDRESS Philadelphia PA 19103-6305 USA	Newark DE 19711-7152 USA
CONTACT Lisa Cabanel	PRODUCT D-DE GOV
LOCAL SALESPERSON CAROLYN TYSON · AGENCY EST. NO.	PRODUCT CODE 1304
NATIONAL SALESPERSON	

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ITEM	DAYS	SPOTS PWK.	TIME FROM	TIME TO	LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
								GRAND TOTAL	50000.00	

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