



National :10 Television Campaign 2013

SHOWS	Households		W25-54		Wk 1	2013		Total Spots	Total Gross Cost
	RTG	(000)	RTG	(000)		Wk 2	Wk 3		
Family Feud	4.5	5135	2.4	1463	3	3	3	9	
Jeopardy	5.7	6510	2.1	1290	3	3	3	9	
Judge Judy	7.5	8565	3.8	2313	3	3	3	9	
Live! W/ Kelly & Michael	2.7	3122	1.6	956	3	3	3	9	
Rachael Ray	1.7	1941	1.1	670	2	2	2	6	
Wheel of Fortune Wkdy	6.8	7766	2.7	1608	2	2	2	6	
Who Wants to be a Millionaire	2.6	2952	1.2	752	3	3	3	9	
TOTALS:	258.1	294794	123.3	74637	19	19	19	57	\$550,257.00
CPP/CPM:	\$2,132	\$1.87	4461.1	\$7.37					

NOTES:

Rates and avails subject to change

TERMS AND CONDITIONS. Delivery of first exposure element or payment constitutes acceptance.

1. Cancellations effective after 90 days' advance written notice. Cancellation effective only for exposures unrecorded as of effective date.
2. Agency and advertiser jointly and severally warrant that elements supplied hereunder will not violate any laws or any rights of third parties and may be exhibited on national television. You each agree to indemnify, defend and hold harmless Bruce Media and the parties exhibiting your elements in the event of any claim arising from such exhibition. You jointly and severally warrant that the above amounts will be paid within 30 days hereof.
3. Bruce Media will make reasonable efforts to place the above exposures, but no guarantees can be made due to production schedules, producer requirements, air date interferences and other events beyond the parties' control. Payment due only for exposures that actually exhibit. Ratings are estimated.
4. Agency and advertiser shall bear all costs of the exposure elements, including any expenses or liabilities for claims made thereon.
5. If not resolved by the parties, any dispute hereunder shall be submitted to arbitration in Los Angeles, California before JAMS, Inc., under its current rules, and determined under California law for contracts entered into and performed in California. In the event of any dispute, the prevailing party shall be entitled to recovery of attorneys' fees and costs.
6. The terms hereof are the full and complete agreement of the parties and cannot be modified except by signed writing.