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MEDIA CONTRACT

Reference #: C-02-28-01-1

Client: Revlon

Spot Title and #: Mitchum Anti-perspirant

Contact: Bob Haukoos (ext. 104)

	MARKET	NETWORK	PROGRAM	DAYPART	Rating	DATES								:10/:30	#SPOTS PER WEEK	CPM	SPOT COST	# OF WEEKS	TOTAL
							SU	M	T	W	TH	FR	SA						
1	National	CBS-TV	Price is Right	1000-1100	5.5	4/30-5/26								:10*	2	1.43	\$ 2,900.00	4	\$ 23,200.00
2	National	Headline	News	0700-1800	1.4	4/30-5/26	4	4	4	4	4	4	4	:10*	28	1.35	\$ 430.00	4	\$ 48,160.00
3	National	Syndication	Judge Mills Lane	Various	2.1	4/30-5/26								:10	3	2.18	\$ 2,490.00	4	\$ 29,880.00
4	National	Syndication	Blind Date	Various	2.1	4/30-5/26								:10	3	1.47	\$ 1,945.00	4	\$ 23,340.00
5	National	Syndication	Maury Povich	Various	2.1	4/30-5/26								:10	3	2.25	\$ 4,095.00	4	\$ 49,140.00
6	National	Syndication	Montel	Various	3.1	4/30-5/26								:10	3	1.86	\$ 3,235.00	4	\$ 38,820.00
7	National	Syndication	Divorce Court	Various	4.1	4/30-5/26								:10	3	2.09	\$ 5,120.00	4	\$ 61,440.00
8	National	PAX	Afternoon ROS	Afternoon	1.8	4/30-5/26		2	2	2	2	2		:10	10	1.68	\$ 300.00	4	\$ 12,000.00
9	National	Syndication	Power of Attorney	Various	3.0	4/30-5/26								:10	3	2.08	\$ 3,840.00	4	\$ 46,080.00
10																			
11																			
12																			
13																			
14																			
15																			
16																			
17																			
18																			
19																			
20																			
												TOTAL SPOTS	232					TOTAL	\$ 332,060.00

SPECIAL INSTRUCTIONS:

*Price is Right is actual in-show product placement. The product is utilized in a pricing game within the program.
 *Headline News is a sponsorship of closed captioning that includes a :10 spot and an :05 sponsor billboard.
 * All CPM's are adults age 25-54.

Pricing and availability of units is subject to confirmation at time of contracting.
 Client agrees to hold Agency harmless from any cancellations, availability changes, or price increases imposed by media suppliers that are beyond the Agency's control.

AGENCY
 RJ LAUREN

Signature/Date

CLIENT
 REVLON

Signature/Date