

# CONTRACT



**WCAU**  
**1800 ARCH STREET**  
**PHILADELPHIA, PA 19103**  
**(215) 201-5000**

[www.nbcphiladelphia.com](http://www.nbcphiladelphia.com)

And:

**MEDIA BUYING & ANALYTICS LLC**  
**4355 COBB PKWY SE**  
**SUITE J489**  
**ATLANTA, GA 30339**  
**USA**

<u>Contract / Revision</u> 1467779 /		<u>Alt Order #</u> WOC14639348
<u>Advertiser</u> <b>BIDEN FOR PRESIDENT</b>		<u>Original Date / Revision</u> 05/02/24 / 05/02/24
<u>Contract Dates</u> <b>05/03/24 - 05/06/24</b>	<u>Estimate #</u> <b>11663</b>	
<u>Product</u> <b>2024 President Elections</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WCAU</b>	<u>Account Executive</u> Michael Berkowitz	<u>Sales Office</u> Political Nationa
<u>Special Handling</u>		
<u>Demographic</u> HH		
<u>Agy Code</u> 9920504	<u>Advertiser Code</u> 1106	<u>Product 1/2</u> 1850
<u>Agency Ref</u> 48469	<u>Advertiser Ref</u> 47240	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WCAU	05/03/24	05/06/24	7A-9A TODAY SHOW	7A-9A M-F		1:00			NM	2	\$2,000.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1---1--	2	\$1,000.00						
N 2	WCAU	05/03/24	05/06/24	11A NBC10 NEWS	11A-12P		1:00			NM	2	\$1,200.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1--1--	2	\$600.00						
N 3	WCAU	05/03/24	05/06/24	5P NBC10 NEWS	5-6P M-F		1:00			NM	2	\$2,100.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1--1--	2	\$1,050.00						
N 4	WCAU	05/03/24	05/06/24	6P NBC10 NEWS	6P-630P M-F		1:00			NM	2	\$2,800.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1---1--	2	\$1,400.00						
N 5	WCAU	05/03/24	05/06/24	630-7p Nightly News	630-7p		1:00			NM	2	\$6,400.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1---1--	2	\$3,200.00						
N 6	WCAU	05/03/24	05/06/24	7P NBC 10 NEWS	7P-730P		1:00			NM	2	\$2,400.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1---1--	2	\$1,200.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
 FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u> 1467779 /	<u>Alt Order #</u> WOC14639348
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<u>Advertiser</u> <b>BIDEN FOR PRESIDENT</b>	<u>Original Date / Revision</u> 05/02/24 / 05/02/24
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<u>Contract Dates</u> <b>05/03/24 - 05/06/24</b>	<u>Product</u> 2024 President Elections	<u>Estimate #</u> <b>11663</b>
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 7	WCAU	05/03/24	05/06/24	11PM NBC10 NEWS	11:00 PM-11:35 PM		1:00			NM	4	\$6,400.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1--111	4	\$1,600.00						
N 8	WCAU	05/03/24	05/06/24	1135P-1237A TON W/FALLO	1135P-1237A		1:00			NM	2	\$900.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1--1--	2	\$450.00						
N 9	WCAU	05/03/24	05/04/24	NBC10 NEWS @ 830A SAT	8:30 AM-9:30 AM		1:00			NM	1	\$750.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		04/29/24	05/05/24	-----1-	1	\$750.00						
N 10	WCAU	05/03/24	05/04/24	SATURDAY NIGHT LIVE	11:30 PM-1:03 XM		1:00			NM	1	\$1,600.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		04/29/24	05/05/24	-----1-	1	\$1,600.00						
N 11	WCAU	05/03/24	05/05/24	NBC10 NEWS @ 6A SUN	6A-8A SUN		1:00			NM	1	\$400.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		04/29/24	05/05/24	-----1	1	\$400.00						
N 12	WCAU	05/03/24	05/05/24	8-1030AM BROAD ST RUN	8A-1030A		1:00			NM	1	\$1,400.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		04/29/24	05/05/24	-----1	1	\$1,400.00						
N 13	WCAU	05/03/24	05/06/24	6A NBC10 NEWS	6A-7A M-F		1:00			NM	2	\$1,800.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1--1--	2	\$900.00						
N 14	WCAU	05/03/24	05/06/24	4P NBC10 NEWS	4-5P M-F		1:00			NM	2	\$1,700.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1--1--	2	\$850.00						
N 15	WCAU	05/03/24	05/04/24	KENTUCKY DERBY	2:30 PM-7:00 PM		1:00			NM	2	\$24,000.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		04/29/24	05/05/24	-----2-	2	\$12,000.00						
N 16	WCAU	05/03/24	05/05/24	VARIOUS/ OVERNIGHT	2:00 XM-4:00 XM		1:00			NM	1	\$50.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		04/29/24	05/05/24	-----1	1	\$50.00						

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<u>Advertiser</u> BIDEN FOR PRESIDENT		<u>Original Date / Revision</u> 05/02/24 / 05/02/24
<u>Contract Dates</u> 05/03/24 - 05/06/24	<u>Product</u> 2024 President Elections	<u>Estimate #</u> 11663

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 17	WCAU	05/03/24	05/06/24	9A-10A TODAY SHOW 2	9A-10A M-F		1:00			NM	2	\$1,600.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		05/03/24	05/09/24	1- - - 1- -	2	\$800.00						
N 18	WCAU	05/03/24	05/04/24	NBC10 NEWS @ 5A SAT	5-6A		1:00			NM	1	\$250.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		04/29/24	05/05/24	- - - - - 1-	1	\$250.00						
N 19	WCAU	05/03/24	05/04/24	NBC10 NEWS @ 6A SAT	6A-7A SA		1:00			NM	1	\$350.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		04/29/24	05/05/24	- - - - - 1-	1	\$350.00						
N 20	WCAU	05/03/24	05/04/24	SATURDAY TODAY SHOW	7A-9A		1:00			NM	1	\$1,000.00
All spots on this line are Immediately Preemptible class of time (LUR)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		04/29/24	05/05/24	- - - - - 1-	1	\$1,000.00						
<b>Totals</b>											<b>34</b>	<b>\$59,100.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/06/24	34	\$59,100.00	(\$8,865.00)	\$50,235.00
<b>Totals</b>	<b>34</b>	<b>\$59,100.00</b>	<b>(\$8,865.00)</b>	<b>\$50,235.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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