

CONTRACT



WOWT
3555 Farnam St.
Omaha, NE 68131
Sales T & C: www.gray.tv/advertising
(402) 346-6666

<u>Contract / Revision</u> 3520923 /		<u>Alt Order #</u> WOC14624275
<u>Advertiser</u> Pete Ricketts for Senate		<u>Original Date / Revision</u> 04/16/24 / 04/16/24
<u>Contract Dates</u> 04/26/24 - 05/02/24	<u>Estimate #</u> 6819	
<u>Product</u> 2024 Primary Election		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Order Type</u> NORMAL		
<u>Agcy Code</u> 9916670	<u>Advertiser Code</u> 662	<u>Product 1/2</u> 832
<u>Agency Ref</u> 140343	<u>Advertiser Ref</u> 630897	

And:

AxMedia
800 W 47TH Street Suite 200
Kansas City, MO 64112

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	04/26/24	05/02/24	Morning News Show	6:00 AM-7:00 AM		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	11111--				5	\$300.00			
N 2	WOWT	04/26/24	05/02/24	Today Show	7:00 AM-9:00 AM		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	-111---				3	\$350.00			
N 3	WOWT	04/26/24	04/27/24	Sa Today	8:00 AM-9:30 AM		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1-				1	\$200.00			
N 4	WOWT	04/26/24	04/28/24	Su Today	8:00 AM-9:00 AM		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1				1	\$200.00			
N 5	WOWT	04/26/24	04/28/24	Meet The Press	9:00 AM-10:00 AM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1				1	\$300.00			
N 6	WOWT	04/26/24	05/01/24	Today Show II	9:00 AM-10:00 AM		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	-11-1--				3	\$150.00			
N 7	WOWT	04/26/24	04/30/24	Today w/ Hoda & Jenna	10:00 AM-11:00 AM		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	11-----				2	\$100.00			
N 8	WOWT	04/26/24	05/01/24	Midday News	11:00 AM-12:00 PM		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	111-1--				4	\$100.00			
N 9	WOWT	04/26/24	05/02/24	NBC News Daily	12:00 PM-1:00 PM		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	---11--				2	\$150.00			
N 10	WOWT	04/26/24	05/02/24	News @ 5p M-F	5:00 PM-5:30 PM		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	11111--				5	\$400.00			
N 11	WOWT	04/26/24	04/27/24	News @ 5p Sa	5:00 PM-5:30 PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1-				1	\$300.00			
N 12	WOWT	04/26/24	05/02/24	Weekday Jeopardy	5:57 PM-6:30 PM		:30			NM	2	\$800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	-1-1---				2	\$400.00			
N 13	WOWT	04/26/24	04/29/24	Monday Prime 2 Hour	7:00 PM-9:00 PM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	1-----				1	\$1,000.00			
N 14	WOWT	04/26/24	05/01/24	Wednesday Prime Hr 2	8:00 PM-9:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	--1----				1	\$600.00			
N 15	WOWT	04/26/24	05/02/24	Thursday Prime Hr 1	7:00 PM-8:00 PM		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	---1---				1	\$350.00			
N 16	WOWT	04/26/24	05/02/24	Thursday Prime Hr 3	9:00 PM-10:00 PM		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	---1---				1	\$350.00			
N 17	WOWT	04/26/24	04/28/24	Sunday Prime Hr 3	8:00 PM-9:00 PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1				1	\$300.00			
N 18	WOWT	04/26/24	05/02/24	News @ 10p M-F	10:00 PM-10:35 PM		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/26/24	05/02/24	11111--				5	\$400.00			
N 19	WOWT	04/26/24	04/27/24	News @ 10p Sa	10:00 PM-10:30 PM		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1-				1	\$350.00			
Totals											41	\$12,650.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/24 -04/28/24	12	\$3,150.00	(\$472.50)	\$2,677.50
04/29/24 -05/02/24	29	\$9,500.00	(\$1,425.00)	\$8,075.00
Totals	41	\$12,650.00	(\$1,897.50)	\$10,752.50

Signature: _____ Date: _____

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