

CONTRACT



WROC
201 Humboldt Street
Rochester, NY 14610
(585) 288-8400

<u>Contract / Revision</u> 4436109 /		<u>Alt Order #</u> 28391874	
<u>Advertiser</u> POL/Healthcare Education Project PAC		<u>Original Date / Revision</u> 04/12/24 / 04/12/24	
<u>Contract Dates</u> 04/13/24 - 04/17/24		<u>Estimate #</u> 11625	
<u>Product</u> HEP TV			
<u>Order Brand</u>	<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WROC	<u>Account Executive</u> Katz Political	<u>Sales Office</u> Katz - Political	
<u>Special Handling</u>			
<u>Demographic</u> Adults 18+			
<u>Agency Ref</u>	<u>Advertiser Code</u> 488	<u>Product 1/2</u> 1838	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

And:

Canal Partners Media
900 Circle 75 Parkway, SE
Suite 1650
Atlanta, GA 30339

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WROC	04/13/24	04/17/24	The Master's	The Master's		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/24	04/19/24	-----1-	1			\$5,000.00				
N 5	WROC	04/13/24	04/17/24	News 8 @6am	6-7a		:30			NM	6	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/24	04/19/24	222----	6			\$115.00				
N 6	WROC	04/13/24	04/17/24	CBS This Morning	7-9a		:30			NM	6	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/24	04/19/24	222----	6			\$135.00				
N 7	WROC	04/13/24	04/17/24	Let's Make a Deal	Let's Make a Deal		:30			NM	6	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/24	04/19/24	222----	6			\$165.00				
N 8	WROC	04/13/24	04/17/24	Price is Right	Price is Right		:30			NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/24	04/19/24	222----	6			\$250.00				
N 9	WROC	04/13/24	04/17/24	News 8 @ Noon	12p-1230p		: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:		04/13/24	04/19/24	111----	3			\$350.00				
N 10	WROC	04/13/24	04/17/24	The Talk	The Talk		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/24	04/19/24	222----	6			\$200.00				
N 11	WROC	04/15/24	04/15/24	News 8 First at 4p	4p-5p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/24	04/19/24	2-----	2			\$325.00				
N 12	WROC	04/13/24	04/17/24	News 8 @ 5p	5-530p		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/24	04/19/24	111----	3			\$250.00				
N 13	WROC	04/13/24	04/17/24	News 8 @530p	530-6p		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/24	04/19/24	111----	3			\$250.00				
N 14	WROC	04/13/24	04/17/24	News 8 @ 6p	6-630p		:30			NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WROC
201 Humboldt Street
Rochester, NY 14610
(585) 288-8400

<u>Contract / Revision</u>	<u>Alt Order #</u>
4436109 /	28391874

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Healthcare Education Project PAC	04/12/24 / 04/12/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
04/13/24 - 04/17/24	HEP TV	11625

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/24	04/19/24	111----				3	\$425.00			
N 15	WROC	04/13/24	04/17/24	CBS Evening News	630p-7p		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/24	04/19/24	1-1----				2	\$725.00			
N 16	WROC	04/13/24	04/17/24	M-F 7p-730p	7p-730p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/24	04/19/24	111----				3	\$1,500.00			
N 17	WROC	04/13/24	04/17/24	M-F 730p-8p	730p-8p		:30			NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/24	04/19/24	111----				3	\$1,600.00			
N 18	WROC	04/13/24	04/17/24	News 8 @ 11p M-Su	11-1135p		:30			NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/24	04/19/24	111--11				5	\$275.00			
N 19	WROC	04/13/24	04/17/24	CBS This Morning Sa	CBS This Morning		:30			NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/24	04/19/24	-----2-				2	\$185.00			
N 20	WROC	04/13/24	04/17/24	Su 630a-7a	Su 630a-7a		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/24	04/19/24	-----1				1	\$40.00			
N 21	WROC	04/13/24	04/17/24	CBS Sunday Morning	CBS Sunday Morni		:30			NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/24	04/19/24	-----2				2	\$575.00			
N 22	WROC	04/14/24	04/14/24	Sun Prime Other 3	9p-11p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/08/24	04/14/24	-----S				2	\$1,200.00			
N 23	WROC	04/13/24	04/13/24	News 8 @6p Sat Late Run	News 8 @6p Sat L:		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/08/24	04/14/24	-----S-				2	\$300.00			
N 24	WROC	04/16/24	04/17/24	Soccer	Soccer		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/15/24	04/21/24	-TW----				4	\$275.00			
N 25	WROC	04/13/24	04/13/24	Sat 10-11p	10-11p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/08/24	04/14/24	-----S-				1	\$525.00			
Totals											72	\$32,975.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/24 -04/28/24	72	\$32,975.00	(\$4,946.25)	\$28,028.75
Totals	72	\$32,975.00	(\$4,946.25)	\$28,028.75

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WROC
201 Humboldt Street
Rochester, NY 14610
(585) 288-8400

<u>Contract / Revision</u>	<u>Alt Order #</u>
4436109 /	28391874

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Healthcare Education Project PAC	04/12/24 / 04/12/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
04/13/24 - 04/17/24	HEP TV	11625

Signature: _____ **Date:** _____

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

PLEASE VISIT THIS LINK FOR NEXSTAR'S ADVERTISING TERMS AND CONDITIONS

<www.nexstar.tv/advertisingterms>