

# CONTRACT



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: www.gray.tv/advertising**  
**(402) 346-6666**

<u>Contract / Revision</u> 1812609 /		<u>Alt Order #</u> WOC12749019
<u>Advertiser</u> IA Democratic Party, Authorized by Jen Pallai		<u>Original Date / Revision</u> 10/22/20 / 10/25/20
<u>Contract Dates</u> 10/27/20 - 11/03/20	<u>Estimate #</u> 9036	
<u>Product</u> Candidate		
<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>	<u>Advertiser Code</u> 1144	<u>Product 1/2</u> 1193
<u>Agency Ref</u> 142430	<u>Advertiser Ref</u> 182932	

And:

**McKenna Media**  
**3000 Chestnut Ave**  
**Ste 101**  
**Baltimore, MD 21211**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	10/27/20	11/02/20	M-F 1p-2p	1:00 PM-2:00 PM		:30			NM	5	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/27/20	11/02/20	11111--				5	\$35.00			
N 2	WOWT	10/27/20	11/01/20	Su 630a-7a	6:30 AM-7:00 AM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/20	11/01/20	-----1				1	\$50.00			
N 3	WOWT	10/27/20	11/02/20	NBC A Little Late with Lilly Si	12:35 XM-1:07 XM		:30			NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/27/20	11/02/20	11111--				5	\$55.00			
N 4	WOWT	10/27/20	11/02/20	M-F 2-230p	2:00 PM-2:30 PM		:30			NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/27/20	11/02/20	11111--				5	\$80.00			
N 5	WOWT	10/27/20	11/03/20	Morning News Show	5:00 AM-6:00 AM		:30			NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/27/20	11/02/20	11111--				5	\$100.00			
	Week:	11/03/20	11/09/20	-1-----				1	\$100.00			
N 6	WOWT	10/27/20	10/31/20	Weekend News Sa	5:58 AM-7:00 AM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/20	11/01/20	-----1-				1	\$100.00			
N 7	WOWT	10/27/20	11/03/20	Midday News	11:00 AM-12:00 PM		:30			NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/27/20	11/02/20	11111--				5	\$100.00			
	Week:	11/03/20	11/09/20	-1-----				1	\$100.00			
N 8	WOWT	10/27/20	11/02/20	Late Night w/ Seth Meyers	11:35 PM-12:35 XM		:30			NM	5	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/27/20	11/02/20	11111--				5	\$105.00			
N 9	WOWT	10/27/20	11/01/20	Weekend News Su	7:00 AM-8:00 AM		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/20	11/01/20	-----1				1	\$125.00			
N 10	WOWT	10/27/20	11/02/20	M-F 3p-4p	3:00 PM-4:00 PM		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/27/20	11/02/20	11111--				5	\$125.00			
N 11	WOWT	10/27/20	11/03/20	Today w/ Hoda & Jenna	10:00 AM-11:00 AM		:30			NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract Dates</u> 10/27/20 - 11/03/20	<u>Product</u> Candidate	<u>Estimate #</u> 9036

*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:		10/27/20	11/02/20	11111--				5	\$175.00			
Week:		11/03/20	11/09/20	-1-----				1	\$175.00			
N 12	WOWT	10/27/20	11/02/20	M-F News @ 4p	4:00 PM-5:00 PM		:30			NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/20	11/02/20	11211--				6	\$175.00			
N 13	WOWT	10/27/20	11/02/20	The Tonight Show	10:35 PM-11:35 PM		:30			NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/20	11/02/20	12111--				6	\$225.00			
N 14	WOWT	10/27/20	11/03/20	Morning News Show	6:00 AM-7:00 AM		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/20	11/02/20	11111--				5	\$300.00			
Week:		11/03/20	11/09/20	-1-----				1	\$300.00			
N 15	WOWT	10/27/20	11/01/20	Late Run News @ 10p	10:30 PM-12:00 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:		10/26/20	11/01/20	-----1				1	\$300.00			
N 16	WOWT	10/27/20	10/29/20	Thursday Prime Hr 1	6:57 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:		10/26/20	11/01/20	---1---				1	\$350.00			
N 17	WOWT	10/27/20	11/01/20	News @ 5p Su	5:00 PM-5:30 PM		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	-----1				1	\$400.00			
N 18	WOWT	10/27/20	10/28/20	Wednesday Prime Hr 1	6:57 PM-8:00 PM		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	--1----				1	\$700.00			
N 19	WOWT	10/27/20	11/02/20	News @ 10p M-F	10:00 PM-10:35 PM		:30			NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/20	11/02/20	11111--				5	\$725.00			
N 20	WOWT	10/27/20	11/02/20	News @ 5p M-F	5:00 PM-5:30 PM		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/20	11/02/20	11111--				5	\$750.00			
N 21	WOWT	10/27/20	10/31/20	News @ 10p Sa	10:00 PM-10:30 PM		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	-----1-				1	\$825.00			
N 22	WOWT	10/27/20	11/02/20	News @ 630p M-F	630p-7p		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	-TWTF--				4	\$750.00			
Week:		11/02/20	11/08/20	M-----				1	\$750.00			
N 23	WOWT	10/27/20	11/03/20	Morning News Show	6a-7a		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	-TWTF--				4	\$300.00			
Week:		11/02/20	11/08/20	MT-----				2	\$300.00			
N 24	WOWT	10/27/20	11/03/20	Today Show	7a-9a		:30			NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/20	11/01/20	-TWTF--				2	\$475.00			
Week:		11/02/20	11/08/20	MT-----				2	\$475.00			
<b>Totals</b>											<b>94</b>	<b>\$26,125.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/26/20 - 11/03/20	94	\$26,125.00	(\$3,918.75)	\$22,206.25
<b>Totals</b>	<b>94</b>	<b>\$26,125.00</b>	<b>(\$3,918.75)</b>	<b>\$22,206.25</b>

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

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