

Contract # 32182

CBS (WSWG)



P.O. BOX 4009
SALISBURY, MD 21803

National Ad Placemement
PO Box 191271
Dallas, TX 75219

Agency National Ad Placemement (1589)
Brand POLITICAL ISSUE (1529)
Salesperson HOUSE/NAT, HOUSE/NAT (1074)
Sales Office WSST
Buyer Name
Phone/Fax /
Account Types National/Political
Billing Type Standard
Comments Separation: 30

Tracy Shorts
CO-OP No
Demo
Order Type Normal

Package Deal
Commission % 15.00
Commission \$819.00
Net Total \$4,641.00
Sales Tax

Sep. 2020 53 \$4,910.00
Grand Total: 59 \$5,460.00

Date Entered 09/09/20

WSWG

Schedule Dates 09/15/20-10/03/20
Advertiser Political Issue/Georgia United Victory (3573)
Product Political (1040)
CPE 235/269/1035

Last Modified 09/09/20
Entered By
External # 9929961

By Broadcast Month **Spots** **Rate**
Oct. 2020 6 \$550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	M	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / NEWS	09/19/20-09/19/20	2	:30	8A- 10A (EST)	1							X	1	\$30.00	\$30.00	CBS (WSWG)	Daypart RT »CBS This Morning: Saturday(Agency)-511 Index: 116. Nielsen: »0.7	9/9/2020
2.0	Normal Line / NEWS	09/26/20-09/26/20	2	:30	8A- 10A (EST)	1							X	1	\$30.00	\$30.00	CBS (WSWG)	Daypart RT »CBS This Morning: Saturday(Agency)-511 Index: 116. Nielsen: »0.7	9/9/2020
3.0	Normal Line / NEWS	10/03/20-10/03/20	2	:30	8A- 10A (EST)	1							X	1	\$30.00	\$30.00	CBS (WSWG)	Daypart RT »CBS This Morning: Saturday(Agency)-511 Index: 116. Nielsen: »0.7	9/9/2020
4.0	Normal Line / NEWS	09/15/20-09/18/20	2	:30	7A- 8A (EST)	4		X	X	X	X			4	\$20.00	\$80.00	CBS (WSWG)	Daypart EM »CBS This Morning 1(Agency)-511 Index: 109. Nielsen: »0.4	9/9/2020
5.0	Normal Line / NEWS	09/28/20-09/28/20	4	:30	8A- 9A (EST)	1	X							1	\$20.00	\$20.00	CBS (WSWG)	Daypart EM »CBS This Morning 2(Agency)-511 Index: 112. Nielsen: »0.4	9/9/2020

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Product Political (1040) **External #** 9929961
CPE 235/269/1035

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6.0	Normal Line / NEWS	09/15/20-09/18/20	4	:30	8A- 9A (EST)	4		X	X	X	X			4	\$20.00	\$80.00	CBS (WSWG)	Daypart EM »CBS This Morning 2(Agency)-511 Index: 112. Nielsen: »0.4	9/9/2020
7.0	Normal Line / SPOT	09/28/20-09/28/20	1	:30	7:30P- 8P (EST)	1	X							1	\$225.00	\$225.00	CBS (WSWG)	Daypart PA »Jeopardy!(Agency)-511 Index: 138. Nielsen: »4.8	9/9/2020
8.0	Normal Line / SPOT	09/15/20-09/18/20	1	:30	7:30P- 8P (EST)	4		X	X	X	X			4	\$225.00	\$900.00	CBS (WSWG)	Daypart PA »Jeopardy!(Agency)-511 Index: 138. Nielsen: »4.8	9/9/2020
9.0	Normal Line / SPOT	09/28/20-09/28/20	1	:30	7P- 7:30P (EST)	1	X							1	\$225.00	\$225.00	CBS (WSWG)	Daypart PA »Wheel of Fortune(Agency)-511 Index: 133. Nielsen: »3.8	9/9/2020
10.0	Normal Line / SPOT	09/15/20-09/18/20	1	:30	7P- 7:30P (EST)	4		X	X	X	X			4	\$225.00	\$900.00	CBS (WSWG)	Daypart PA »Wheel of Fortune(Agency)-511 Index: 133. Nielsen: »3.8	9/9/2020
11.0	Normal Line / SPOT	09/28/20-09/28/20	2	:30	11P- 11:30P (EST)	1	X							1	\$30.00	\$30.00	CBS (WSWG)	Daypart LN »South Georgia News @ 11(Agency)-511 Index: 119. Nielsen: »0.6	9/9/2020

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Advertiser	Political Issue/Georgia United Victory (3573)	Entered By		Oct. 2020	6	\$550.00
Product	Political (1040)	External #	9929961			
CPE	235/269/1035					

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	M	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	09/15/20-09/18/20	2	:30	11P- 11:30P (EST)	4		X	X	X	X			4	\$30.00	\$120.00	CBS (WSWG)	Daypart LN »South Georgia News @ 11(Agency)-511 Index: 119. Nielsen: »0.6	9/9/2020
13.0	Normal Line / NEWS	09/21/20-09/25/20	2	:30	7A- 8A (EST)	5	X	X	X	X	X			5	\$20.00	\$100.00	CBS (WSWG)	Daypart EM »CBS This Morning 1(Agency)-511 Index: 109. Nielsen: »0.4	9/9/2020
14.0	Normal Line / NEWS	09/21/20-09/25/20	2	:30	8A- 9A (EST)	5	X	X	X	X	X			5	\$20.00	\$100.00	CBS (WSWG)	Daypart EM »CBS This Morning 2(Agency)-511 Index: 112. Nielsen: »0.4	9/9/2020
15.0	Normal Line / SPOT	09/21/20-09/25/20	1	:30	7:30P- 8P (EST)	5	X	X	X	X	X			5	\$225.00	\$1,125.00	CBS (WSWG)	Daypart PA »Jeopardy!(Agency)-511 Index: 138. Nielsen: »4.8	9/9/2020
16.0	Normal Line / SPOT	09/21/20-09/25/20	1	:30	7P- 7:30P (EST)	5	X	X	X	X	X			5	\$225.00	\$1,125.00	CBS (WSWG)	Daypart PA »Wheel of Fortune(Agency)-511 Index: 133. Nielsen: »3.8	9/9/2020
17.0	Normal Line / NEWS	09/21/20-09/25/20	2	:30	11P- 11:30P (EST)	5	X	X	X	X	X			5	\$30.00	\$150.00	CBS (WSWG)	Daypart LN »South Georgia News @ 11(Agency)-511 Index: 119. Nielsen: »0.6	9/9/2020

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18.0	Normal Line / NEWS	09/20/20-09/20/20	2	:30	9A- 10:30A (EST)	1							X	1	\$45.00	\$45.00	CBS (WSWG)	Daypart RT »CBS News Sunday Morning(Agency)-511 Index: 149. Nielsen: »1.9	9/9/2020
19.0	Normal Line / NEWS	09/27/20-09/27/20	2	:30	9A- 10:30A (EST)	1							X	1	\$45.00	\$45.00	CBS (WSWG)	Daypart RT »CBS News Sunday Morning(Agency)-511 Index: 149. Nielsen: »1.9	9/9/2020
20.0	Normal Line / NEWS	09/15/20-09/18/20	2	:30	6A- 7A (EST)	4		X	X	X	X			4	\$20.00	\$80.00	CBS (WSWG)	Daypart EM »CBS Evening News Rebroadcast(Agency)-511 Index: 104. Nielsen: »0.3	9/9/2020
21.0	Normal Line / NEWS	09/28/20-09/28/20	2	:30	7A- 8A (EST)	1	X							1	\$20.00	\$20.00	CBS (WSWG)	Daypart EM »CBS This Morning 1(Agency)-511 Index: 109. Nielsen: »0.4	9/9/2020

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSWG-DT CBS certify that our advertising sales agreements do not discriminate on the basis of race or ethnicity and that all such agreements will contain nondiscrimination clauses. This includes the placement, scheduling, and compl

B/E Bookend P/B Piggy Back

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