

Contract # 32829

CBS (WSWG)

WSWG

Advertiser Political Issue/Georgia United Victory (3573)

Entered By Susan Vancel

Nov. 2020

15

\$4,345.00



National Ad Placemement
PO Box 191271
Dallas, TX 75219

Product	Political (1040)	External #	10120600
Brand	POLITICAL ISSUE (1529)	Demo	
Salesperson	HOUSE/NAT, HOUSE/NAT (1074)	Order Type	Normal
Sales Office	WSST	Package Deal	
Buyer Name		Commission %	15.00
Phone/Fax	/	Commission	\$651.75
		Net Total	\$3,693.25
Account Types	Local/Spot Agency	Sales Tax	
Billing Type	Standard		
Comments	Separation: 30		

Date Entered 10/27/20

P.O. BOX 4009
SALISBURY, MD 21803

Schedule Dates 10/28/20-11/03/20

Last Modified 10/30/20
No

<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Grand Total:	15	\$4,345.00

Agency National Ad Placemement (1589)

CO-OP

CPE 235/269/1247

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	10/31/20-11/01/20	2	:30	6:30P- 7P (EST)	2						X	X		\$105.00		CBS (WSWG)	Daypart EN »CBS Evening News(Agency)-511 Index: 117. Nielsen: »20.1	#####
1.0.1	Closed Preempt	10/31/20															CBS (WSWG)	Pre-Empt/Exception - NO NEWS SAT / SOLD OUT SUN	
1.0.2	Closed Preempt	10/31/20															CBS (WSWG)	Pre-Empt/Exception - NO NEWS SAT / SOLD OUT SUN	
2.0	Normal Line / SPOT	11/02/20-11/03/20	1	:30	11A- 12P (EST)	1	X	X							\$230.00		CBS (WSWG)	Daypart DT »Price is Right(Agency)-511 Index: 90. Nielsen: »2.2	#####
2.0.1	Closed Preempt	11/02/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
3.0	Normal Line / SPOT	10/28/20-10/30/20	1	:30	11A- 12P (EST)	3			X	X	X				\$230.00		CBS (WSWG)	Daypart DT »Price is Right(Agency)-511 Index: 90. Nielsen: »2.2	#####
3.0.1	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	

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Sales Office	WSST	Package Deal	
Buyer Name		Commission %	15.00
Phone/Fax	/	Commission	\$651.75
		Net Total	\$3,693.25
Account Types	Local/Spot Agency	Sales Tax	
Billing Type	Standard		
Comments	Separation: 30		

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Last Modified 10/30/20
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Grand Total:	15	\$4,345.00

Agency National Ad Placement (1589)
CPE 235/269/1247

CO-OP

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
3.0.2	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
3.0.3	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
4.0	Normal Line / SPOT	11/02/20-11/03/20	1	:30	7:30P- 8P (EST)	1	X	X							\$225.00		CBS (WSWG)	Daypart PA »Jeopardy!(Agency)-511 Index: 134. Nielsen: »4.8	#####
4.0.1	Closed Preempt	11/02/20															CBS (WSWG)	Schedule Change/Exception - WILL BE ELECTION COVERAGE	
5.0	Normal Line / SPOT	10/28/20-10/30/20	1	:30	7:30P- 8P (EST)	3			X	X	X			1	\$225.00	\$225.00	CBS (WSWG)	Daypart PA »Jeopardy!(Agency)-511 Index: 134. Nielsen: »4.8	#####
5.0.1	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
5.0.2	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	

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Product Political (1040)

External # 10120600

National Ad Placemement
 PO Box 191271
 Dallas, TX 75219

Brand POLITICAL ISSUE (1529)
Salesperson HOUSE/NAT, HOUSE/NAT (1074)
Sales Office WSST
Buyer Name
Phone/Fax /

Account Types Local/Spot Agency
Billing Type Standard
Comments Separation: 30

Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$651.75
Net Total \$3,693.25
Sales Tax

Date Entered 10/27/20

P.O. BOX 4009
 SALISBURY, MD 21803

Schedule Dates 10/28/20-11/03/20

Last Modified 10/30/20
 No

By Broadcast Month	Spots	Rate
Grand Total:	15	\$4,345.00

Agency National Ad Placemement (1589)
CPE 235/269/1247

CO-OP

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
6.0	Normal Line / NEWS	11/02/20-11/03/20	2	:30	6:30P- 7P (EST)	1	X	X						1	\$105.00	\$105.00	CBS (WSWG)	Daypart EN »CBS Evening News with Jeff Glor(Agency)-511 Index:	#####

7.0	Normal Line / NEWS	10/28/20-10/30/20	2	:30	6:30P- 7P (EST)	3	X X X	1	\$105.00	\$105.00	CBS (WSWG)	125. Nielsen: »0. Daypart EN »CBS Evening News with Jeff Glor(Agency)-511 Index: 125. Nielsen: »0.
7.0.1	Closed Preempt	10/28/20									CBS (WSWG)	No Avail/Exception - SOLD OUT
7.0.2	Closed Preempt	10/28/20									CBS (WSWG)	No Avail/Exception - SOLD OUT
8.0	Normal Line / SPOT	11/02/20-11/03/20	1	:30	7P- 7:30P (EST)	1	X X		\$225.00		CBS (WSWG)	Daypart PA »Wheel of Fortune(Agency)-511 Index: 128. Nielsen: »3.8
8.0.1	Closed Preempt	11/02/20									CBS (WSWG)	Schedule Change/Exception - WILL BE ELECTION COVERAGE

Contract # 32829

CBS (WSWG)

WSWG

Advertiser Political Issue/Georgia United Victory (3573) **Entered By** Susan Vancel **Nov. 2020** 15 \$4,345.00



Product	Political (1040)	External #	10120600
Brand	POLITICAL ISSUE (1529)	Demo	
Salesperson	HOUSE/NAT, HOUSE/NAT (1074)	Order Type	Normal
Sales Office	WSST	Package Deal	
Buyer Name		Commission %	15.00
Phone/Fax	/	Commission	\$651.75
		Net Total	\$3,693.25
Account Types	Local/Spot Agency	Sales Tax	
Billing Type	Standard		
Comments	Separation: 30		

National Ad Placemement
PO Box 191271
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SALISBURY, MD 21803

Schedule Dates 10/28/20-11/03/20

Last Modified 10/30/20
No

By Broadcast Month Spots Rate
Grand Total: 15 \$4,345.00

Agency National Ad Placemement (1589)
CPE 235/269/1247

CO-OP

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
9.0	Normal Line / SPOT	10/28/20-10/30/20	1	:30	7P- 7:30P (EST)	3			X	X	X			1	\$225.00	\$225.00	CBS (WSWG)	Daypart PA »Wheel of Fortune(Agency)-511 Index: 128. Nielsen: »3.8	#####
9.0.1	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
9.0.2	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
10.0	Normal Line / SPOT	10/31/20-10/31/20	2	:30	7P- 7:30P (EST)	1							X	1	\$60.00	\$60.00	CBS (WSWG)	Daypart PA »Wheel of Fortune(Agency)-511 Index: 121. Nielsen: »14.8	#####
11.0	Normal Line / PRIME	10/31/20-10/31/20	2	:30	8P- 9P (EST)	1							X		\$225.00		CBS (WSWG)	Daypart PT »CBS Saturday Encore(Agency)-511 Index: 110. Nielsen: »3.9	#####
11.0.1	Closed Preempt	10/31/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
12.0	Normal Line / SPOT	11/02/20-11/03/20	2	:30	12:30P- 1:30P (EST)	1	X	X						1	\$110.00	\$110.00	CBS (WSWG)	Daypart DT »The Young and the Restless(Agency)-511 Index: 82. Nielsen: »2.4	#####

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Product Political (1040) External # 10120600
 Brand POLITICAL ISSUE (1529) Demo
 Salesperson HOUSE/NAT, HOUSE/NAT (1074) Order Type Normal
 Sales Office WSST Package Deal
 Buyer Name Commission % 15.00
 Phone/Fax / Commission \$651.75
 Net Total \$3,693.25
 Account Types Local/Spot Agency Sales Tax

National Ad Placemement
PO Box 191271
Dallas, TX 75219

Billing Type Standard
Comments Separation: 30

Date Entered 10/27/20

P.O. BOX 4009
 SALISBURY, MD 21803

Schedule Dates 10/28/20-11/03/20

Last Modified 10/30/20
 No

By Broadcast Month	Spots	Rate
Grand Total:	15	\$4,345.00

Agency National Ad Placemement (1589)
CPE 235/269/1247

CO-OP

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
13.0	Normal Line / SPOT	10/28/20-10/30/20	2	:30	12:30P- 1:30P (EST)	3			X	X	X			1	\$110.00	\$110.00	CBS (WSWG)	Daypart DT »The Young and the Restless(Agency)-511 Index: 82. Nielsen: »2.4	#####
13.0.1	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
13.0.2	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
14.0	Normal Line / SPOT	11/02/20-11/03/20	1	:30	12P- 12:30P (EST)	1	X	X							\$30.00		CBS (WSWG)	Daypart DT »Funny You Should Ask(Agency)-511 Index: 99. Nielsen: »0.9	#####
14.0.1	Closed Preempt	11/02/20															CBS (WSWG)	Schedule Change/Exception	

15.0 Normal Line / SPOT

10/28/20-10/30/20

2 :30 12P- 12:30P (EST)

3 X X X

2 \$30.00

\$60.00 CBS (WSWG)

- WILL BE INFO

Daypart DT »Funny You Should Ask(Agency)-511 Index: 99. Nielsen: »0.9 #####

15.0.1 Closed Preempt

10/28/20

CBS (WSWG)

No Avail/Exception -

16.0 Normal Line / SPOT

11/02/20-11/03/20

1 :30 10A- 11A (EST)

1 X X

1 \$150.00

\$150.00 CBS (WSWG)

Daypart DT »Let's Make a Deal(Agency)-511 Index: 85. Nielsen: »1.0 #####

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Product

Political (1040)

External #

10120600

Brand

POLITICAL ISSUE (1529)

Demo

Salesperson

HOUSE/NAT, HOUSE/NAT (1074)

Order Type

Normal

Sales Office

WSST

Package Deal

Buyer Name

Commission %

15.00

Phone/Fax

/

Commission

\$651.75

Net Total

\$3,693.25

Account Types

Local/Spot Agency

Sales Tax

Billing Type

Standard

Comments

Separation: 30

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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
17.0	Normal Line / SPOT	10/28/20-10/30/20	1	:30	10A- 11A (EST)	3			X	X	X			1	\$150.00	\$150.00	CBS (WSWG)	Daypart DT »Let's Make a Deal(Agency)-511 Index: 85. Nielsen: »1.0	#####
17.0.1	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
17.0.2	Closed Preempt	10/28/20															CBS (WSWG)	No Avail/Exception - SOLD OUT	
18.0	M/G For 3.0.2,3.0.3,3.0.1,5.0.2,7.0.1,7.0.2,5.0.1,9.0.1,9.0.2 / PRIME	11/01/20-11/01/20	1	:30	8P- 11P (EST)								3	3	\$600.00	\$1,800.00	CBS (WSWG)	CBS SUN MOVIE STAR TREK	#####
19.0	M/G For 14.0.1,15.0.1,2.0.1,13.0.1,17.0.1,17.0.2,1.0.1,1.0.2,11.0.1,13.0.2 / NFL	11/01/20-11/01/20	2	:30	1P- 5P (EST)								1	1	\$1,245.00	\$1,245.00	CBS (WSWG)	NFL ON CBS	#####

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