

Contract # 32054

CBS (WSWG)

WSWG

Advertiser Political Issue/Georgia United Victory (3573)

Entered By Susan Vancel

Sep. 2020

72

\$5,790.00



National Ad Placemement
PO Box 191271
Dallas, TX 75219

Product Political (1040)
Brand POLITICAL ISSUE (1529)
Salesperson Vancel, Susan (1069)
Sales Office WSST
Buyer Name
Phone/Fax /

External # 9892025
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$868.50
Net Total \$4,921.50

Account Types National/Political
Billing Type Standard
Comments Separation: 30

Sales Tax

Date Entered 08/28/20

P.O. BOX 4009
SALISBURY, MD 21803

Schedule Dates 09/01/20-09/19/20

Last Modified 08/28/20
No

By Broadcast Month	Spots	Rate
Grand Total:	72	\$5,790.00

Agency National Ad Placemement (1589)

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
1.0	Normal Line / NEWS	09/06/20-09/06/20	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	8/28/2020
2.0	Normal Line / NEWS	09/13/20-09/13/20	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	8/28/2020
3.0	Normal Line / NEWS	09/07/20-09/11/20	2	:30	11P- 11:30P (EST)	5	X		X	X	X			5	\$30.00	\$150.00	CBS (WSWG)	Daypart LN »South Georgia News @ 11(Agency)-511 Index: 119. Nielsen: »0.6	8/28/2020
4.0	Normal Line / NEWS	09/01/20-09/04/20	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	8/28/2020
5.0	Normal Line / NEWS	09/14/20-09/14/20	2	: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	8/28/2020
6.0	Normal Line / NEWS	09/07/20-09/11/20	2	:30	8A- 9A (EST)	5	X		X	X	X			5	\$20.00	\$100.00	CBS (WSWG)	Daypart EM »CBS This Morning 2(Agency)-511 Index: 112. Nielsen: »0.4	8/28/2020

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Product	Political (1040)	External #	9892025
Brand	POLITICAL ISSUE (1529)	Demo	
Salesperson	Vancel, Susan (1069)	Order Type	Normal
Sales Office	WSST	Package Deal	
Buyer Name		Commission %	15.00
Phone/Fax	/	Commission	\$868.50
		Net Total	\$4,921.50
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	Separation: 30		

National Ad Placemement
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Dallas, TX 75219

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By Broadcast Month **Spots** **Rate**
Grand Total: 72 \$5,790.00

Agency National Ad Placemement (1589)
CPE 235/269/1017

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
7.0	Normal Line / NEWS	09/01/20-09/04/20	2	: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	8/28/2020
8.0	Normal Line / NEWS	09/14/20-09/14/20	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	8/28/2020
9.0	Normal Line / NEWS	09/07/20-09/11/20	2	:30	7A- 8A (EST)	5	X		X	X	X			5	\$20.00	\$100.00	CBS (WSWG)	Daypart EM »CBS This Morning 1(Agency)-511 Index: 109. Nielsen: »0.4	8/28/2020
10.0	Normal Line / NEWS	09/01/20-09/04/20	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	8/28/2020
11.0	Normal Line / NEWS	09/14/20-09/14/20	2	:30	6A- 7A (EST)	1	X							1	\$20.00	\$20.00	CBS (WSWG)	Daypart EM »CBS Evening News Rebroadcast(Agency)-511 Index: 104. Nielsen: »0.3	8/28/2020
12.0	Normal Line / NEWS	09/07/20-09/11/20	2	:30	6A- 7A (EST)	5	X		X	X	X			5	\$20.00	\$100.00	CBS (WSWG)	Daypart EM »CBS Evening News Rebroadcast(Agency)-511 Index: 104. Nielsen: »0.3	8/28/2020

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 Dallas, TX 75219

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Brand POLITICAL ISSUE (1529)
Salesperson Vancel, Susan (1069)
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Buyer Name
Phone/Fax /

Account Types National/Political
Billing Type Standard
Comments Separation: 30

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Package Deal
Commission % 15.00
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Agency National Ad Placement (1589)
CPE 235/269/1017

CO-OP

13.0	Normal Line / NEWS	09/05/20-09/05/20	2	:30	8A- 10A (EST)	4		X	4	\$30.00	\$120.00	CBS (WSWG)	Daypart RT »CBS This Morning: Saturday(Agency)-511 Index: 116. Nielsen: »0.7	8/28/2020	
14.0	Normal Line / NEWS	09/12/20-09/12/20	2	:30	8A- 10A (EST)	5		X	5	\$30.00	\$150.00	CBS (WSWG)	Daypart RT »CBS This Morning: Saturday(Agency)-511 Index: 116. Nielsen: »0.7	8/28/2020	
15.0	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	8/28/2020	
16.0	Normal Line / NEWS	09/01/20-09/04/20	2	:30	6A- 7A (EST)	4	X	X	X	X	\$20.00	\$80.00	CBS (WSWG)	Daypart EM »CBS Evening News Rebroadcast(Agency)-511 Index: 104. Nielsen: »0.3	8/28/2020
17.0	Normal Line / SPOT	09/14/20-09/14/20	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	8/28/2020	

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Brand	POLITICAL ISSUE (1529)	Demo	
Salesperson	Vancel, Susan (1069)	Order Type	Normal
Sales Office	WSST	Package Deal	
Buyer Name		Commission %	15.00
Phone/Fax	/	Commission	\$868.50
		Net Total	\$4,921.50
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	Separation: 30		

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CPE 235/269/1017

CO-OP

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18.0	Normal Line / SPOT	09/07/20-09/11/20	1	:30	7:30P- 8P (EST)	5	X		X	X	X			5	\$225.00	\$1,125.00	CBS (WSWG)	Daypart PA »Jeopardy!(Agency)-511 Index: 138. Nielsen: »4.8	8/28/2020
19.0	Normal Line / SPOT	09/01/20-09/04/20	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	8/28/2020
20.0	Normal Line / SPOT	09/14/20-09/14/20	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	8/28/2020
21.0	Normal Line / SPOT	09/07/20-09/11/20	1	:30	7P- 7:30P (EST)	5	X		X	X	X			5	\$225.00	\$1,125.00	CBS (WSWG)	Daypart PA »Wheel of Fortune(Agency)-511 Index: 133. Nielsen: »3.8	8/28/2020
22.0	Normal Line / SPOT	09/01/20-09/04/20	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	8/28/2020
23.0	Normal Line / NEWS	09/14/20-09/14/20	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	8/28/2020

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