



**WSB-TV**  
**PO Box 809036**  
**Chicago, IL 60680-9036**  
**(404) 496-7531**

# CONTRACT

<u>Contract / Revision</u> 1136144 /		<u>Alt Order #</u> 10780405
<u>Advertiser</u> ISS/Future Forward USA Action-A		<u>Original Date / Revision</u> 05/16/24 / 05/16/24
<u>Contract Dates</u> 10/29/24 - 11/04/24	<u>Estimate #</u> 13281	
<u>Product</u> FF USA ACTION		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSB-TV	<u>Account Executive</u> Washington DC CoxF	<u>Sales Office</u> CoxReps Washi
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> TV14573	<u>Advertiser Code</u> 568	<u>Product 1/2</u> 606
<u>Agency Ref</u> P00018027	<u>Advertiser Ref</u> P00074714-A	

And:

**Waterfront Strategies**  
**3050 K Street NW**  
**Ste 100**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WSBTV	10/29/24	11/04/24	Live w/ Kelly & Mark	9a-10a		:30			P-02	NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/24	11/04/24	MTWTF--				8	\$1,800.00				
N 2	WSBTV	10/29/24	11/04/24	M-F 10a-11a	10a-11a		:30			P-02	NM	9	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/24	11/04/24	MTWTF--				9	\$1,400.00				
N 3	WSBTV	10/29/24	11/04/24	The View	11a-12p		:30			P-02	NM	10	\$31,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/24	11/04/24	MTWTF--				10	\$3,100.00				
N 4	WSBTV	10/29/24	11/04/24	General Hospital	2p-3p		:30			P-02	NM	7	\$20,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/24	11/04/24	MTWTF--				7	\$2,900.00				
N 5	WSBTV	10/29/24	11/04/24	Entertainment Tonight	730p-8p		:30			P-02	NM	5	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/24	11/04/24	MTWTF--				5	\$5,400.00				
<b>Totals</b>												<b>39</b>	<b>\$105,300.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/28/24 - 11/04/24	39	\$105,300.00	(\$15,795.00)	\$89,505.00
<b>Totals</b>	<b>39</b>	<b>\$105,300.00</b>	<b>(\$15,795.00)</b>	<b>\$89,505.00</b>

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

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

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Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!