



WUPW
730 North Summit
Toledo, OH 43604
(419) 244-3600

CONTRACT

And:

Strategic Media Placement (B)
7669 Stagers Loop
Delaware, OH 43015

| | | |
|---|--|--|
| <u>Contract / Revision</u> 1829863 / | | <u>Alt Order #</u> |
| <u>Product</u> 1882 - Broadcast | | |
| <u>Contract Dates</u> 10/23/17 - 11/06/17 | <u>Estimate #</u> 5290 | |
| <u>Advertiser</u> ISS/Ohio Taxpayers for Lower Drug Prices | | <u>Original Date / Revision</u> 10/02/17 / 10/02/17 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WUPW | <u>Account Executive</u> Local House WUPW | <u>Sales Office</u> WUPW |
| <u>Special Handling</u> Cash In Advance | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>Agy Code</u> | <u>Advertiser Code</u> | <u>Product 1/2</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | PCode | Type | Spots | Amount |
|---------------|-------|-------------------|-----------------|-----------------------|-----------------|------|--------|-------------------|-------------|-------|------|-----------|-------------------|
| N 1 | WUPW | 10/23/17 | 11/06/17 | FOX Toledo Daybreak | FOX Toledo Dayb | | :30 | | | P 2 | NM | 7 | \$875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | Week: | 10/23/17 | 10/29/17 | MTWTF-- | | | | 3 | \$125.00 | | | | |
| | Week: | 10/30/17 | 11/05/17 | MTWTF-- | | | | 3 | \$125.00 | | | | |
| | Week: | 11/06/17 | 11/12/17 | M----- | | | | 1 | \$125.00 | | | | |
| N 2 | WUPW | 10/23/17 | 11/06/17 | FOX News @ 6:30PM | FOX Toledo News | | :30 | | | P 2 | NM | 6 | \$870.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | Week: | 10/23/17 | 10/29/17 | MTWTF-- | | | | 2 | \$145.00 | | | | |
| | Week: | 10/30/17 | 11/05/17 | MTWTF-- | | | | 3 | \$145.00 | | | | |
| | Week: | 11/06/17 | 11/12/17 | M----- | | | | 1 | \$145.00 | | | | |
| N 3 | WUPW | 10/23/17 | 11/06/17 | LOC Late 10pm | FOX M-F 10-11pm | | :30 | | | P 2 | NM | 6 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | Week: | 10/23/17 | 10/29/17 | MTWTF-- | | | | 2 | \$400.00 | | | | |
| | Week: | 10/30/17 | 11/05/17 | MTWTF-- | | | | 3 | \$400.00 | | | | |
| | Week: | 11/06/17 | 11/12/17 | M----- | | | | 1 | \$400.00 | | | | |
| N 4 | WUPW | 11/02/17 | 11/02/17 | GOTHAM | THU 8-9p | | :30 | | | P 3 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | Week: | 10/30/17 | 11/05/17 | ---1--- | | | | 1 | \$450.00 | | | | |
| N 5 | WUPW | 10/29/17 | 11/05/17 | Fox News Sunday | Fox News Sunday | | :30 | | | P 2 | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | Week: | 10/23/17 | 10/29/17 | -----1 | | | | 1 | \$150.00 | | | | |
| | Week: | 10/30/17 | 11/05/17 | -----1 | | | | 1 | \$150.00 | | | | |
| N 6 | WUPW | 10/29/17 | 11/05/17 | Fox Toledo News at 11 | 10-1030P | | :30 | | | P 2 | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| | Week: | 10/23/17 | 10/29/17 | -----1 | | | | 1 | \$550.00 | | | | |
| | Week: | 10/30/17 | 11/05/17 | -----1 | | | | 1 | \$550.00 | | | | |
| Totals | | | | | | | | | | | | 24 | \$5,995.00 |

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station 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.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|-------------------|-------------------|-------------------|
| 09/25/17 - 10/29/17 | 9 | \$2,165.00 | (\$324.75) | \$1,840.25 |
| 10/30/17 - 11/06/17 | 15 | \$3,830.00 | (\$574.50) | \$3,255.50 |
| Totals | 24 | \$5,995.00 | (\$899.25) | \$5,095.75 |

Signature: _____ **Date:** _____

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