



**KDKA-TV**  
**420 Fort Duquesne Blvd.**  
**Pittsburgh, PA 15222**  
**(412) 575-2200**

# CONTRACT

<u>Contract / Revision</u> 298774 /		<u>Alt Order #</u> 956381
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 05/28/20 / 05/28/20
<u>Contract Dates</u> 10/13/20 - 10/19/20	<u>Estimate #</u> 8547	
<u>Product</u> NATIONAL ISSUE - PRESIDENT		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KDKA-TV	<u>Account Executive</u> Brian Butz	<u>Sales Office</u> Local Pittsburgh
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> TV20316	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 105361	<u>Advertiser Ref</u> 501291	

And:

**Targeted Platform Media LLC**  
**650 Massachusetts Ave NW Ste 210**  
**Washington, DC 20001-3728**  
**US**

PAID FOR BY PRIORITIES USA ACTION

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KDKA	10/14/20	10/19/20	M-F Local News 4a-430a	4a-430a		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	--1-1--				2	\$200.00			
Week:		10/19/20	10/25/20	1-----				1	\$200.00			
2	KDKA	10/13/20	10/16/20	M-F Local News 430a-5a	430a-5a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-1-11--				3	\$300.00			
3	KDKA	10/14/20	10/19/20	M-F 9a-10a	8:58 AM-9:30 AM		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	--111--				3	\$600.00			
Week:		10/19/20	10/25/20	1-----				1	\$600.00			
4	KDKA	10/13/20	10/19/20	M-F 9a-10a	9:30 AM-10:00 AM		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-11-1--				3	\$600.00			
Week:		10/19/20	10/25/20	1-----				1	\$600.00			
5	KDKA	10/13/20	10/15/20	Let's Make a Deal	10a-11a		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-111---				3	\$1,200.00			
6	KDKA	10/14/20	10/19/20	Price is Right	11a-12n		:30			NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	--1-1--				2	\$1,600.00			
Week:		10/19/20	10/25/20	1-----				1	\$1,600.00			
7	KDKA	10/13/20	10/16/20	M-F 3p-4p	3p-4p		:30			NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-1-11--				3	\$1,400.00			
8	KDKA	10/13/20	10/19/20	M-F Local News 4p-5p	3:58 PM-4:30 PM		:30			NM	5	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-1111--				4	\$1,900.00			
Week:		10/19/20	10/25/20	1-----				1	\$1,900.00			
9	KDKA	10/13/20	10/19/20	M-F Local News 4p-5p	4:30 PM-5:00 PM		:30			NM	4	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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

Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachment hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.  
 The CBS cancellation policy for Advertisers is four weeks prior to the a spot being cancelled



**KDKA-TV**  
**420 Fort Duquesne Blvd.**  
**Pittsburgh, PA 15222**  
**(412) 575-2200**

<u>Contract / Revision</u> 298774 /		<u>Alt Order #</u> 956381
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 05/28/20 / 05/28/20
<u>Contract Dates</u> 10/13/20 - 10/19/20	<u>Product</u> NATIONAL ISSUE - PR	<u>Estimate #</u> 8547

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-11-1--				3	\$1,900.00			
Week:		10/19/20	10/25/20	1-----				1	\$1,900.00			
10	KDKA	10/13/20	10/16/20	M-F Early News 5p-6p	4:58 PM-5:30 PM		:30			NM	4	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-1111--				4	\$2,200.00			
11	KDKA	10/14/20	10/19/20	M-F Early News 5p-6p	5:30 PM-6:00 PM		:30			NM	4	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	--111--				3	\$2,200.00			
Week:		10/19/20	10/25/20	1-----				1	\$2,200.00			
12	KDKA	10/13/20	10/19/20	M-F Early News 6p-7p	5:58 PM-6:30 PM		:30			NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-1-11--				3	\$2,500.00			
Week:		10/19/20	10/25/20	1-----				1	\$2,500.00			
13	KDKA	10/17/20	10/17/20	Sa Local News 6p	6p-630p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-----1-				1	\$1,200.00			
14	KDKA	10/17/20	10/17/20	CBS Evening News Sa	630p-7p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-----1-				1	\$1,200.00			
15	KDKA	10/17/20	10/17/20	Sa Local News 7p	7p-730p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-----1-				1	\$1,200.00			
16	KDKA	10/18/20	10/18/20	CBS Evening News Su	6p-630p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-----1				1	\$1,200.00			
17	KDKA	10/18/20	10/18/20	Su Local News	630p-7p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-----1				1	\$1,200.00			
18	KDKA	10/13/20	10/19/20	The Late Show	1135p-1237a		:30			NM	3	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-1-1---				2	\$975.00			
Week:		10/19/20	10/25/20	1-----				1	\$975.00			
19	KDKA	10/13/20	10/16/20	The Late Late Show	1237a-138a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-11-1--				3	\$450.00			
20	KDKA	10/17/20	10/17/20	Sa Local News 6a-8a	7:00 AM-8:00 AM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-----1-				1	\$1,000.00			
21	KDKA	10/18/20	10/18/20	Sa-Su 6a-7a	6:30 AM-7:00 AM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-----1				1	\$250.00			
22	KDKA	10/18/20	10/18/20	Su 7a-9a	658a-9a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-----1				1	\$1,000.00			
N 23	KDKA	10/18/20	10/18/20	NFL CBS Home Market Tean	1:00 PM-4:00 PM		:30			NM	1	\$50,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/12/20	10/18/20	-----1				1	\$50,000.00			
<b>Totals</b>											<b>59</b>	<b>\$126,125.00</b>

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

Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachment hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.  
 The CBS cancellation policy for Advertisers is four weeks prior to the a spot being cancelled



**KDKA-TV**  
**420 Fort Duquesne Blvd.**  
**Pittsburgh, PA 15222**  
**(412) 575-2200**

<u>Contract / Revision</u>	<u>Alt Order #</u>
298774 /	956381

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	05/28/20 / 05/28/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/13/20 - 10/19/20	NATIONAL ISSUE - PR	8547

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Agency Comm.</u>	<u>Net Amount</u>
09/28/20 - 10/19/20	59	\$126,125.00	(\$18,918.75)	\$107,206.25
<b>Totals</b>	<b>59</b>	<b>\$126,125.00</b>	<b>(\$18,918.75)</b>	<b>\$107,206.25</b>

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

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

Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachment hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.  
 The CBS cancellation policy for Advertisers is four weeks prior to the a spot being cancelled