



WBFF  
2000 W 41st St  
Baltimore, MD 21211

Canal Partners Media  
900 Circle 75 Parkway  
Suite 1650  
Atlanta, GA 30339

**Contract # 6021969**

**Schedule Dates** 03/20/24-03/26/24  
**Advertiser** Building A Better Baltimore PAC (155361)  
**Agency** Canal Partners Media (15500)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** Est 11537 (2001963)  
**Salesperson** Kozak, Richard (4120)  
**Sales Office** WBFF/WNUV/EBFF  
**Buyer Name** /  
**Phone/Fax** /  
**CPE** 1540/1876/11537  
**Account Types** Local/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** PopulationBuyType: CPP

**Date Entered** 03/19/24  
**Last Modified** 03/19/24  
**Entered By** Richard Kozak  
**CO-OP** No  
**External #** 13307073  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,082.50  
**Net Total** \$17,467.50  
**Sales Tax**

**Baltimore (WBFF)**  
By Broadcast Month  
Mar. 2024  
Grand Total:  

Spots	Rate
25	\$20,550.00
25	\$20,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	03/20/24-03/26/24	1	:30	5A- 6A (EST)		1	1	1					3	\$250.00	\$750.00	Baltimore (WBFF)	Daypart EM FOX45 EARLY ED<	3/19/24
2.0	Normal Line / SPOT	03/22/24-03/26/24	1	:30	3P- 3:30P (EST)			1			1			2	\$500.00	\$1,000.00	Baltimore (WBFF)	Daypart EF JUDGE JUDY<	3/19/24
3.0	Normal Line / SPOT	03/21/24-03/21/24	1	:30	3:30P- 4P (EST)					1				1	\$500.00	\$500.00	Baltimore (WBFF)	Daypart EF JUDGE JUDY B<	3/19/24
4.0	Normal Line / News	03/21/24-03/22/24	1	:30	4P- 5P (EST)					1	1			2	\$700.00	\$1,400.00	Baltimore (WBFF)	Daypart EN FOX45 NWS AT 4<	3/19/24
5.0	Normal Line / News	03/20/24-03/26/24	1	:30	5P- 6P (EST)			1	1					2	\$800.00	\$1,600.00	Baltimore (WBFF)	Daypart EN FOX45 NWS AT 5<	3/19/24
6.0	Normal Line / News	03/25/24-03/25/24	1	:30	6P- 6:30P (EST)		1							1	\$1,200.00	\$1,200.00	Baltimore (WBFF)	Daypart EN FOX45 NWS AT 6<	3/19/24
7.0	Normal Line / SPOT	03/20/24-03/20/24	1	:30	7P- 7:30P (EST)				1					1	\$7,500.00	\$7,500.00	Baltimore (WBFF)	Daypart PA JEOPARDY<	3/19/24
8.0	Normal Line / News	03/24/24-03/24/24	1	:30	10P- 11P (EST)							1		1	\$1,000.00	\$1,000.00	Baltimore (WBFF)	Daypart LN LATE NEWS	3/19/24
9.0	Normal Line / News	03/26/24-03/26/24	1	:30	6A- 7A (EST)			1						1	\$600.00	\$600.00	Baltimore (WBFF)	Daypart EM FOX45-NWS @6<	3/19/24
10.0	Normal Line / News	03/20/24-03/22/24	1	:30	7A- 8A (EST)			1	1	1				2	\$700.00	\$1,400.00	Baltimore (WBFF)	Daypart EM FOX45 MRNG NWS<	3/19/24

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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**Advertiser**

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**Agency**

Canal Partners Media (15500)

**Product**

POLITICAL ISSUE (ns) (1187)

**Brand**

Est 11537 (2001963)

**Salesperson**

Kozak, Richard (4120)

**Sales Office**

WBFF/WNUV/EBFF

**Buyer Name**

/

**Phone/Fax**

**CPE**

1540/1876/11537

**Account Types**

Local/Political Issue Agency BRD

**Billing Type**

Weekly/Irregular

**Comments**

PopulationBuyType: CPP

**Date Entered**

03/19/24

**Last Modified**

03/19/24

**Entered By**

Richard Kozak

**CO-OP**

No

**External #**

13307073

**Demo**

A35+R

**Order Type**

Normal

**Package Deal**

**Commission %**

15.00

**Commission**

\$3,082.50

**Net Total**

\$17,467.50

**Sales Tax**

**Baltimore (WBFF)**

**By Broadcast Month**

Mar. 2024

Grand Total:

**Spots**

25

**Rate**

\$20,550.00

25

\$20,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
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11.0	Normal Line / News	03/20/24-03/26/24	1	:30	8A- 9A (EST)		1	1	1					3	\$550.00	\$1,650.00	Baltimore (WBFF)	Daypart EM FOX45 MRNG NWS<	3/19/24
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12.0	Normal Line / News	03/21/24-03/26/24	1	:30	9A- 10A (EST)			1		1				2	\$450.00	\$900.00	Baltimore (WBFF)	Daypart EM FOX45-BALTIMORE<	3/19/24
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13.0	Normal Line / News	03/23/24-03/23/24	1	:30	7A- 10A (EST)							1		1	\$300.00	\$300.00	Baltimore (WBFF)	Daypart EM FOX45SA MRN NW	3/19/24
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14.0	Normal Line / News	03/24/24-03/24/24	1	:30	10A- 10:30A (EST)							1		1	\$150.00	\$150.00	Baltimore (WBFF)	Daypart EM WEEKEND AM NEWS	3/19/24
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15.0	Normal Line / SPOT	03/22/24-03/22/24	1	:30	2P- 2:30P (EST)					1				1	\$300.00	\$300.00	Baltimore (WBFF)	Daypart DT HOT BENCH<	3/19/24
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16.0	Normal Line / SPOT	03/20/24-03/20/24	1	:30	2:30P- 3P (EST)			1						1	\$300.00	\$300.00	Baltimore (WBFF)	Daypart DT HOT BENCH B<	3/19/24
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**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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New Order

Agency: Canal Partners Media  
Office: Washington  
Client: 1540 - Better Baltimore Pac  
Product: 1876 - Political  
Piggyback Product:  
Estimate: 11537 - Better Baltimore 3.20-3.26

Station: WBFF-TV  
Order Type: Normal  
Cancel Date:  
Received in ePort: 3/19/2024 8:24:03 AM

Primary Demo: A35+  
Demo 2:  
Demo 3:  
GRP: 40.42  
CPP: \$508.41  
GIMP: 0  
CPM: \$0.00  
Comments: Separation: 30  
PopulationBuyType: CPP

Local/National: Local  
Rep Office: WBFF-TV  
AE: Richard Kozak  
Phone:  
OrderID: 13307073  
Status: Forwarded

Flight Start: 03/20/2024  
Flight End: 03/26/2024  
Hiatus:

Airtime Dollars: \$20,550.00  
Interactive Dollars: \$0.00  
Non-Airtime Dollars: \$0.00  
Total Dollars: \$20,550.00  
Total Spots: 25

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	Total						
						3/20	3/21	3/22	3/23	3/24	3/25	3/26
1	WThFMtTu 5A-6A FOX45 EARLY ED<	EM	\$250.00	C	30	1	0	0	0	0	1	1
2	WThFMtTu 6A-7A FOX45-NWS @6<	EM	\$600.00	C	30	0	0	0	0	0	0	1
3	WThFMtTu 7A-8A FOX45 MRNG NWS<	EM	\$700.00	C	30	1	0	1	0	0	0	0
4	WThFMtTu 8A-9A FOX45 MRNG NWS<	EM	\$550.00	C	30	1	0	0	0	0	1	1
5	WThFMtTu 9A-10A FOX45-BALTMORE<	EM	\$450.00	C	30	0	1	0	0	0	0	1
6	Sa 7A-10A FOX45SA MRN NW	EM	\$300.00	C	30	0	0	0	1	0	0	0
7	Su 10A-10:30A WEEKEND AM NEWS	EM	\$150.00	C	30	0	0	0	0	1	0	0
8	WThFMtTu 2P-2:30P HOT BENCH<	DT	\$300.00	C	30	0	0	1	0	0	0	0
9	WThFMtTu 2:30P-3P HOT BENCH B<	DT	\$300.00	C	30	1	0	0	0	0	0	0
10	WThFMtTu 3P-3:30P JUDGE JUDY<	EF	\$500.00	C	30	0	0	1	0	0	0	1
11	WThFMtTu 3:30P-4P JUDGE JUDY B<	EF	\$500.00	C	30	0	1	0	0	0	0	0
12	WThFMtTu 4P-5P FOX45 NWS AT 4<	EN	\$700.00	C	30	0	1	1	0	0	0	0
Total						Spots	A35+					
						Rtg	CPM	Imp	CPM			
						3	0.79	\$316.46				
						1	1.24	\$483.87				
						2	1.77	\$395.48				
						3	1.65	\$333.33				
						2	1.29	\$348.84				
						1	1.16	\$258.62				
						1	0.70	\$214.29				
						1	0.70	\$428.57				
						1	0.89	\$337.08				
						2	1.31	\$381.68				
						1	1.53	\$326.80				
						2	2.04	\$343.14				

**New Order (Page 2)**

13307073

11537 - Better Baltimore 3.20-3.26

3/19/2024 8:24:03 AM

Line	Daypart (Program)	DPT Code	Rate	C/T	Len	Total											Total Spots	A35+		
						3/20	3/21	3/22	3/23	3/24	3/25	3/26	Rtg	CPP	Imp	CPM				
13	WThFMtU 5P-6P FOX45 NWS AT 5<	EN	\$800.00	C	30	1	0	0	0	0	0	0	1	2	2.15	\$372.09				
14	WThFMtU 6P-6:30P FOX45 NWS AT 6<	EN	\$1,200.00	C	30	0	0	0	0	0	0	1	0	1	2.16	\$555.56				
15	WThFMtU 7P-7:30P JEOPARDY<	PA	\$7,500.00	C	30	1	0	0	0	0	0	0	0	1	5.81	\$1,290.88				
16	WThFSaSuMtU 10P-11P LATE NEWS	LN	\$1,000.00	C	30	0	0	0	0	1	0	0	0	1	1.79	\$558.66				
Total Spots:						6	3	4	1	2	3	6								
Total GRP:						13.1	4.9	5.8	1.2	2.5	4.6	8.4								
Cash\$ - Spots: \$20,550.00 - .25 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$20,550.00 Total GRP - CPP: 40.4 - \$508.41 Total GIMP(000) - CPM: 0 - \$0.00																				

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Shelli Hutton, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

### Check one:

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☒ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Shelli Hutton

Agency name: Canal Partners Media

Address: 900 Circle 75 Parkway, Suite 1650, Atlanta, GA 30339

Contact: Shelli Hutton

Phone number: 770-427-0735

Email: \_\_\_\_\_

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Building A Better Baltimore PAC

Address: 711 W. 40th St, Ste 330, Baltimore, Maryland, 21211

Contact: Dewon Onre Lawrence

Phone number: 555-555-5555

Email: betterbaltimore@betterbaltimore.org

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Dewon Onre Lawrence

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☒ N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election: 05/14/2024

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Shelli Hutton</i>	Signature: <i>[Signature]</i>
Name: Canal Partners Media	Name: <i>Richard Korsh</i>
Date of Request to Purchase Ad Time: 03/05/2024	Date of Station Agreement to Sell Time: <i>3/20/24</i>

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☒ Yes ☐ No Date ad received: *3/5/24*

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- ☒ Accepted
- ☐ Accepted IN PART (e.g., ad not received to determine content)\*
- ☐ Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: <i>6021969</i>	Station Call Letters: <i>WBFF</i>	Date Received/Requested: <i>3/20/24</i>
Est. #: <i>11532</i>	Station Location: <i>2121 2000 W 4th St. Rm 1214</i>	Run Start and End Dates: <i>3/20- 3/26/24</i>

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.