



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

CONTRACT

| | | |
|---|--|--|
| <u>Contract / Revision</u> 1139650 / | | <u>Alt Order #</u> 10784379 |
| <u>Advertiser</u> ISS/FF USA/Climate Power-A | | <u>Original Date / Revision</u> 06/06/24 / 06/06/24 |
| <u>Contract Dates</u> 06/28/24 - 07/04/24 | <u>Estimate #</u> 13387 | |
| <u>Product</u> FF USA A/CP SKED A | | |
| <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> 769 | <u>Product 1/2</u> 820 |
| <u>Agency Ref</u> P00018027 | <u>Advertiser Ref</u> P00097948-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 | 06/28/24 | 07/04/24 | CH2 Action News at 6a-7a | 6a-7a | | :30 | | | P-02 | NM | 3 | \$8,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 3 | \$2,700.00 | | | | |
| N 2 | WSBTV | 06/28/24 | 07/04/24 | Good Morning America | 7a-9a | | :30 | | | P-02 | NM | 3 | \$10,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 3 | \$3,500.00 | | | | |
| N 3 | WSBTV | 06/28/24 | 07/04/24 | Live w/ Kelly & Mark | 9a-10a | | :30 | | | P-02 | NM | 2 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 2 | \$1,300.00 | | | | |
| N 4 | WSBTV | 06/28/24 | 07/04/24 | M-F 10a-11a | 10a-11a | | :30 | | | P-03 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 3 | \$1,000.00 | | | | |
| N 5 | WSBTV | 06/28/24 | 07/04/24 | The View | 11a-12p | | :30 | | | P-02 | NM | 3 | \$6,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 3 | \$2,100.00 | | | | |
| N 6 | WSBTV | 06/28/24 | 07/04/24 | CH2 Action News at N | 12p-1p | | :30 | | | P-02 | NM | 3 | \$5,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 3 | \$1,900.00 | | | | |
| N 7 | WSBTV | 06/28/24 | 07/04/24 | CH2 Action News at 4 | 4p-5p | | :30 | | | P-02 | NM | 3 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 3 | \$1,800.00 | | | | |
| N 8 | WSBTV | 06/28/24 | 07/04/24 | CH2 Action News at 5 | 5p-6p | | :30 | | | P-01 | NM | 3 | \$8,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 3 | \$2,900.00 | | | | |
| N 9 | WSBTV | 06/28/24 | 07/04/24 | CH2 Action News at 6 | 6p-7p | | :30 | | | P-02 | NM | 4 | \$16,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 4 | \$4,100.00 | | | | |
| N 10 | WSBTV | 06/28/24 | 07/04/24 | ABC World News Toni | 7p-730p | | :30 | | | P-01 | NM | 2 | \$22,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | | | | | | |

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

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

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!



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

| | | |
|---|--------------------------------------|--|
| <u>Contract / Revision</u> 1139650 / | | <u>Alt Order #</u> 10784379 |
| <u>Advertiser</u> ISS/FF USA/Climate Power-A | | <u>Original Date / Revision</u> 06/06/24 / 06/06/24 |
| <u>Contract Dates</u> 06/28/24 - 07/04/24 | <u>Product</u> FF USA A/CP SKED A | <u>Estimate #</u> 13387 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | PCode | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|-----------------------|------------------|------|--------|-------------------|-------------|-------|------|-------|--------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 2 | \$11,400.00 | | | | |
| N 11 | WSBT | 06/28/24 | 07/04/24 | Entertainment Tonight | 730p-8p | | :30 | | | P-03 | NM | 3 | \$11,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 3 | \$3,900.00 | | | | |
| N 12 | WSBT | 06/28/24 | 07/04/24 | CH2 News Nightbeat | 11p-1135p | | :30 | | | P-02 | NM | 4 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 4 | \$3,000.00 | | | | |
| N 13 | WSBT | 06/28/24 | 07/04/24 | Jimmy Kimmel Live | 1135p-1235a/120' | | :30 | | | P-02 | NM | 5 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 06/28/24 | 07/04/24 | MTWTF-- | | | | 5 | \$1,600.00 | | | | |
| Totals | | | | | | | | | | | | 41 | \$121,200.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|--------------------|------------|--------------|---------------|--------------|
| 05/27/24 -06/30/24 | 5 | \$12,700.00 | (\$1,905.00) | \$10,795.00 |
| 07/01/24 -07/04/24 | 36 | \$108,500.00 | (\$16,275.00) | \$92,225.00 |
| Totals | 41 | \$121,200.00 | (\$18,180.00) | \$103,020.00 |

Signature: _____ **Date:** _____

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

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

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!