



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

# CONTRACT

<u>Contract / Revision</u> 2086451 /		<u>Alt Order #</u> 09293978
<u>Advertiser</u> ISS/Me Too Pac		<u>Original Date / Revision</u> 10/23/18 / 10/23/18
<u>Contract Dates</u> 10/24/18 - 10/29/18	<u>Estimate #</u> 5752	
<u>Product</u> ME TOO PAC		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WUPW	<u>Account Executive</u> Taylor Fritsch	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 1356	<u>Product 1/2</u> 2040
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUPW	10/29/18	10/29/18	FOX Toledo Daybreak	FOX Toledo Daybr		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/18	11/04/18	1-----	1			\$125.00				
N 2	WUPW	10/28/18	10/28/18	NFL on Fox OT	730-8P SA/SU		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1	1			\$800.00				
N 3	WUPW	10/24/18	10/24/18	FOX Toledo Daybreak	FOX Toledo Daybr		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	--1----	1			\$125.00				
N 4	WUPW	10/25/18	10/25/18	FOX Toledo Daybreak	FOX Toledo Daybr		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	---1---	1			\$125.00				
N 5	WUPW	10/26/18	10/26/18	FOX Toledo Daybreak	FOX Toledo Daybr		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	----1--	1			\$125.00				
D 6	WUPW	10/27/18	10/27/18	BONES	Various		:30			NM	0	\$0.00
D 7	WUPW	10/28/18	10/28/18	BONES	Various		:30			NM	0	\$0.00
D 8	WUPW	10/27/18	10/27/18	Rizzoli & Isles WKND 2nd	Various		:30			NM	0	\$0.00
N 9	WUPW	10/25/18	10/25/18	NFL Thursday Night	8-1130p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	---2---	2			\$1,500.00				
N 10	WUPW	10/27/18	10/27/18	College Football Prime	College Football Pr		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-	1			\$750.00				
N 11	WUPW	10/24/18	10/26/18	Steve Wilkos	M-F 3-4 PM		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	--WTF--	1			\$120.00				
N 12	WUPW	10/24/18	10/26/18	MOM	M-F 12 - 1230am		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/18	10/28/18	---2---	2			\$1,500.00				

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

All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

We warrant that the actual broadcast information shown on this statement was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice.

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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ISS/Me Too Pac	10/23/18 / 10/23/18

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/18 - 10/29/18	ME TOO PAC	5752

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Week:		10/22/18	10/28/18	--WTF--				1	\$80.00			
<b>Totals</b>											10	\$5,250.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	9	\$5,125.00	(\$768.75)	\$4,356.25
10/29/18 - 10/29/18	1	\$125.00	(\$18.75)	\$106.25
<b>Totals</b>	10	\$5,250.00	(\$787.50)	\$4,462.50

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

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