

CONTRACT



WKYC
 1333 Lakeside Ave
 Cleveland, OH 44114
 (216)344-3333

www.wkyc.com

And:

New Media Firm, The/ POL
 1322 G Street SE
 Washington, DC 20003

<u>Contract / Revision</u> 1675154 /		<u>Alt Order #</u> 09282815
<u>Product</u> OH SAFE & HLTHY COM		
<u>Contract Dates</u> 10/11/18 - 10/15/18		<u>Estimate #</u> 6162
<u>Advertiser</u> ISS/ Ohio Safe and Healthy Communities		<u>Original Date / Revision</u> 10/10/18 / 10/10/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WKYC	<u>Account Executive</u> Joe Knauer	<u>Sales Office</u> Telerep Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 9914371	<u>Advertiser Code</u> 926	<u>Product 1/2</u> 960
<u>Agency Ref</u> 20381AG	<u>Advertiser Ref</u> 131805	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WKYC	10/11/18	10/11/18	Local News @ 6a M-F	6-7a		: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:		10/08/18	10/14/18	---T---				1	\$1,000.00				
N 2	WKYC	10/12/18	10/12/18	Live On Lakeside	12-1230p F		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	----F--				1	\$200.00				
N 3	WKYC	10/11/18	10/11/18	Live on Lakeside	11a-1230p M-Th		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	---T---				1	\$200.00				
N 4	WKYC	10/12/18	10/12/18	Live On Lakeside	12-1230p F		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	----F--				1	\$200.00				
N 5	WKYC	10/15/18	10/15/18	Wendy Williams 2-3p	Wendy Williams 2-		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	M-----				1	\$250.00				
N 6	WKYC	10/11/18	10/11/18	Wendy Williams 2-3p	Wendy Williams 2-		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	---T---				1	\$250.00				
N 7	WKYC	10/11/18	10/11/18	Ellen Degeneres	4p-5p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	---T---				1	\$600.00				
N 8	WKYC	10/12/18	10/12/18	Ellen Degeneres	4p-5p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	----F--				1	\$600.00				
N 9	WKYC	10/15/18	10/15/18	Dr. Phil	5p-6p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	M-----				1	\$800.00				
N 10	WKYC	10/11/18	10/11/18	Dr. Phil	5p-6p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	---T---				1	\$800.00				

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1675154 /	09282815

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/18 - 10/15/18	OH SAFE & HLTHY CO	6162

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/ Ohio Safe and Health	10/10/18 / 10/10/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WKYC	10/12/18	10/12/18	Dr. Phil	5p-6p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	----F--				1	\$800.00				
N 12	WKYC	10/12/18	10/12/18	Local News @ 6a M-F	6-7a		: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:		10/08/18	10/14/18	----F--				1	\$1,000.00				
N 13	WKYC	10/15/18	10/15/18	Channel 3 News at 6p	6p-630p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	M-----				1	\$2,000.00				
N 14	WKYC	10/12/18	10/12/18	Channel 3 News at 6p	6p-630p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	----F--				1	\$2,000.00				
N 15	WKYC	10/15/18	10/15/18	Channel 3 News at 7P	Channel 3 News at		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	M-----				1	\$2,000.00				
N 16	WKYC	10/12/18	10/12/18	Channel 3 News at 7P	Channel 3 News at		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	----F--				1	\$2,000.00				
N 17	WKYC	10/15/18	10/15/18	Entertainment Tonight	730-8p		: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:		10/15/18	10/21/18	M-----				1	\$1,200.00				
N 18	WKYC	10/11/18	10/11/18	Entertainment Tonight	730-8p		: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:		10/08/18	10/14/18	---T---				1	\$1,200.00				
N 19	WKYC	10/12/18	10/12/18	Entertainment Tonight	730-8p		: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:		10/08/18	10/14/18	----F--				1	\$1,200.00				
N 20	WKYC	10/15/18	10/15/18	Channel 3 News at 11p M-F	11-1135p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	M-----				1	\$2,000.00				
N 21	WKYC	10/11/18	10/11/18	Channel 3 News at 11p M-F	11-1135p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	---T---				1	\$2,000.00				
N 22	WKYC	10/13/18	10/13/18	LN SAT	11-1130p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	-----S-				1	\$2,000.00				
N 23	WKYC	10/15/18	10/15/18	Today Show	7-9a		: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:		10/15/18	10/21/18	M-----				1	\$1,000.00				
N 24	WKYC	10/12/18	10/12/18	Tonight Show	1135p-1237a		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	----F--				1	\$700.00				
N 25	WKYC	10/13/18	10/13/18	Local News @ 5a Sa	5-6a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	-----S-				1	\$200.00				
N 26	WKYC	10/13/18	10/13/18	Local News @ 6a Sa	6-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/18	10/14/18	-----S-				1	\$300.00				

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
N 27	WKYC	10/13/18	10/13/18	Local News @ 8/9a Sa	8-9a/9-10a		:30				NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/18	10/14/18	-----S-				1	\$500.00					
N 28	WKYC	10/13/18	10/13/18	Local News @ 6p Sa	6-630p		:30				NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/18	10/14/18	-----S-				1	\$700.00					
N 29	WKYC	10/14/18	10/14/18	Local News @ 6p Su	6-630p		:30				NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/18	10/14/18	-----S				1	\$700.00					
N 30	WKYC	10/14/18	10/14/18	Local News @ 6a Su	6-7a		:30				NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/18	10/14/18	-----S				1	\$400.00					
N 31	WKYC	10/14/18	10/14/18	Local News @ 7a Su	7-8a		:30				NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/18	10/14/18	-----S				1	\$500.00					
N 32	WKYC	10/14/18	10/14/18	Local News @ 9a Su	9-10a		:30				NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/18	10/14/18	-----S				1	\$500.00					
N 33	WKYC	10/14/18	10/14/18	Football Night In America	Sunday		:30				NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/18	10/14/18	-----S				1	\$2,500.00					
N 34	WKYC	10/11/18	10/11/18	Today Show	7-9a		: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:		10/08/18	10/14/18	---T---				1	\$1,000.00					
N 35	WKYC	10/15/18	10/15/18	Today Show 2	9-10a		:30				NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/18	10/21/18	M-----				1	\$400.00					
N 36	WKYC	10/15/18	10/15/18	Today Show 3	10-11a		:30				NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/18	10/21/18	M-----				1	\$250.00					
N 37	WKYC	10/11/18	10/11/18	Today Show 3	10-11a		:30				NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/18	10/14/18	---T---				1	\$250.00					
N 38	WKYC	10/12/18	10/12/18	Today Show 3	10-11a		:30				NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/18	10/14/18	----F--				1	\$250.00					
N 39	WKYC	10/15/18	10/15/18	Live on Lakeside	11a-1230p M-Th		:30				NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/18	10/21/18	M-----				1	\$200.00					
Totals												0.00	39	\$34,650.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/15/18	39	\$34,650.00	(\$5,197.50)	\$29,452.50
Totals	39	\$34,650.00	(\$5,197.50)	\$29,452.50

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Signature: _____ **Date:** _____

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