

# CONTRACT



**WBAY**  
**115 S Jefferson St**  
**Green Bay, WI 54301**  
**Sales T & C: www.gray.tv/advertising**  
**(920) 432-3331**

<u>Contract / Revision</u> 1618447 /		<u>Alt Order #</u> WOC12493584
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 05/04/20 / 05/04/20
<u>Contract Dates</u> 09/15/20 - 09/21/20	<u>Estimate #</u> 8543	
<u>Product</u> TV		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WBAY	<u>Account Executive</u> Green Bay House	<u>Sales Office</u> Green Bay Natio
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 173.35
<u>Agy Code</u>	<u>Advertiser Code</u> 750	<u>Product 1/2</u> 760
<u>Agency Ref</u> 52375		<u>Advertiser Ref</u> 38125

And:

**Targeted Platform Media**  
**1291 Hollywood Ave**  
**Annapolis, MD 21403**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WBAY	09/15/20	09/21/20	Action 2 News @ 430z430a-5a			:30			P-02		NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				1	\$125.00		1.31			
N 2	WBAY	09/15/20	09/21/20	Action 2 News @ 5a 5a-530a			:30			P-01		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				1	\$500.00		1.65			
N 3	WBAY	09/15/20	09/21/20	Action 2 News @ 530z530a-6a			:30			P-01		NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				2	\$600.00		2.07			
N 4	WBAY	09/15/20	09/21/20	Action 2 News @ 6a 6a-7a			:30			P-01		NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				2	\$1,000.00		3.20			
N 5	WBAY	09/15/20	09/21/20	GMA 7a 7a-8a			:30			P-01		NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				3	\$1,200.00		3.93			
N 6	WBAY	09/15/20	09/21/20	GMA 8a 8a-9a			:30			P-01		NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				3	\$825.00		3.11			
N 7	WBAY	09/15/20	09/21/20	Feud / 25 Words 9a-10a			:30			P-01		NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				2	\$250.00		1.98			
N 8	WBAY	09/15/20	09/21/20	The View 10a-11a			:30			P-01		NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				2	\$325.00		2.26			
N 9	WBAY	09/15/20	09/21/20	Inside Edit / Pawn Star 11a-12p			:30			P-01		NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				2	\$225.00		1.91			
N 10	WBAY	09/15/20	09/21/20	Action 2 News M-F @ 12p-1230p			:30			P-01		NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				3	\$900.00		3.68			
N 11	WBAY	09/15/20	09/21/20	General Hospital 1p-2p			:30			P-01		NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				2	\$275.00		1.55			
N 12	WBAY	09/15/20	09/21/20	Dr Phil 3p-4p			:30			P-01		NM	2	\$750.00

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

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising).





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<u>Contract Dates</u> 09/15/20 - 09/21/20	<u>Product</u> TV	<u>Estimate #</u> 8543

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				2	\$375.00		2.33			
N 13	WBAY	09/15/20	09/21/20	Family Feud	430p-5p		:30			P-01		NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				2	\$625.00		4.41			
N 14	WBAY	09/15/20	09/21/20	Action 2 News M-F @ 4p-430p			:30			P-01		NM	3	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				3	\$1,450.00		5.24			
N 15	WBAY	09/15/20	09/21/20	Action 2 News M-F @ 5p-530p			:30			P-01		NM	3	\$4,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				3	\$1,550.00		8.05			
N 16	WBAY	09/15/20	09/21/20	Action 2 News M-F @ 6p-630p			:30			P-01		NM	3	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				3	\$1,650.00		8.95			
N 17	WBAY	09/15/20	09/21/20	ET	630p-7p		:30			P-01		NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				2	\$1,700.00		5.41			
N 18	WBAY	09/15/20	09/21/20	Action 2 News M-F @ 10p-1035p			:30			P-01		NM	3	\$4,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/15/20	09/21/20	MTWTF--				3	\$1,550.00		4.60			
N 19	WBAY	09/15/20	09/19/20	Action 2 News Sa @ 88a-9a			:30			P-02		NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/20	09/20/20	-----S-				1	\$650.00		3.61			
N 20	WBAY	09/15/20	09/20/20	Good Morning America 7a-8a			:30			P-01		NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/14/20	09/20/20	-----S				1	\$825.00		3.86			
Totals											173.35		43	\$40,225.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/31/20 - 09/21/20	43	\$40,225.00	(\$6,033.75)	\$34,191.25
<b>Totals</b>	43	\$40,225.00	(\$6,033.75)	\$34,191.25

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

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\* Form filled by station. Agency directed to not complete new form.

**ISSUE (Non-candidate) ADVERTISEMENT  
AGREEMENT FORM**

I, Targeted Platform Media 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:**

Agency name: Targeted Platform Media

Address:

Contact: Meredith Patel

Phone number:

Email: meredith@targetedplatforma.cc

**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: Priorities USA Action

Address: 1030 15th St. NW, Suite 950 West, Washington D.C. 20005

Contact:

Phone number:

Email:

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.):**

Guy Cecil - Chairman

Mark Elias - Secretary

Patrick McHugh - Executive Director

Greg Speed - Treasurer

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: Donald Trump

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

Date of election: November 3, 2020

**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:	Signature: <i>Annette VanLaanen</i>
Name: <i>Targeted Platform media</i>	Name: <i>Annette VanLaanen</i>
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☐ Yes ☒ No Date ad received: \_\_\_\_\_

**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)\* *Traffic spot to be sent closer to start date*  
☐ 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>11618447</i>	Station Call Letters: <i>WPAY</i>	Date Received/Requested: <i>4/28/20</i>
Est. #: <i>8543</i>	Station Location: <i>Green Bay</i>	Run Start and End Dates: <i>9/15-9/21</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.