



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

CONTRACT

<u>Contract / Revision</u> 2077452 /		<u>Alt Order #</u> 09278781
<u>Advertiser</u> POL/Latta, Bob/R/Congress		<u>Original Date / Revision</u> 10/05/18 / 10/05/18
<u>Contract Dates</u> 10/08/18 - 10/21/18	<u>Estimate #</u> 5677	
<u>Product</u> LATTA FOR CONGRESS		
<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> 856	<u>Product 1/2</u> 1302
<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	10/13/18	10/13/18	BONES	Various		:30			NM	1	\$150.00
		<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	-----1-	1			\$150.00				
N 2	WUPW	10/15/18	10/15/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<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	1-----	1			\$350.00				
N 3	WUPW	10/16/18	10/16/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<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	-1-----	1			\$350.00				
N 4	WUPW	10/17/18	10/17/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<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	--1----	1			\$350.00				
N 5	WUPW	10/18/18	10/18/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<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	---1---	1			\$350.00				
N 6	WUPW	10/19/18	10/19/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<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	----1--	1			\$350.00				
D 7	WUPW	10/14/18	10/14/18	Rizzoli & Isles WKND 2nd	Various		:30			NM	0	\$0.00
D 8	WUPW	10/21/18	10/21/18	Rizzoli & Isles WKND 2nd	Various		:30			NM	0	\$0.00
D 9	WUPW	10/13/18	10/13/18	1030-11pm SA	Sat 1030-11P		:30			NM	0	\$0.00
D 10	WUPW	10/20/18	10/20/18	1030-11pm SA	Sat 1030-11P		:30			NM	0	\$0.00
N 11	WUPW	10/11/18	10/11/18	NFL Thursday Night	8-1130p		:30			NM	1	\$1,100.00
		<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	---1---	1			\$1,100.00				
D 12	WUPW	10/14/18	10/14/18	BONES	Various		:30			NM	0	\$0.00
N 13	WUPW	10/18/18	10/18/18	NFL Thursday Night	8-1130p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				

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<u>Contract Dates</u> 10/08/18 - 10/21/18	<u>Product</u> LATTA FOR CONGRES	<u>Estimate #</u> 5677

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		<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	--- 1---				1	\$1,100.00			
D 14	WUPW	10/14/18	10/14/18	Sun Hour 1	7-8p		:30			NM	0	\$0.00
D 15	WUPW	10/21/18	10/21/18	Sun Hour 1	7-8p		:30			NM	0	\$0.00
D 16	WUPW	10/20/18	10/20/18	BONES	Various		:30			NM	0	\$0.00
D 17	WUPW	10/21/18	10/21/18	BONES	Various		:30			NM	0	\$0.00
N 18	WUPW	10/08/18	10/08/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<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	1-----				1	\$350.00			
N 19	WUPW	10/09/18	10/09/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<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	- 1-----				1	\$350.00			
N 20	WUPW	10/10/18	10/10/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<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	-- 1----				1	\$350.00			
N 21	WUPW	10/11/18	10/11/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<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	--- 1---				1	\$350.00			
N 22	WUPW	10/12/18	10/12/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<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	---- 1--				1	\$350.00			
N 23	WUPW	10/09/18	10/09/18	The Gifted	8-9p		: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	- T-----				1	\$300.00			
N 24	WUPW	10/09/18	10/09/18	Tue Hour 2	9-10p		: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	- T-----				1	\$300.00			
N 25	WUPW	10/15/18	10/15/18	911	9-10p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	M-----				1	\$300.00			
N 26	WUPW	10/16/18	10/16/18	The Gifted	8-9p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	- T-----				1	\$300.00			
N 27	WUPW	10/20/18	10/20/18	College Football Prime	College Football Pr		:30			NM	1	\$450.00
		<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	----- S-				1	\$450.00			
N 28	WUPW	10/15/18	10/19/18	FOX Toledo News at 7:00PM	FOX Toledo News		:30			NM	2	\$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	MTWTF--				2	\$125.00			
N 29	WUPW	10/15/18	10/19/18	FOX Toledo Daybreak	FOX Toledo Daybr		:30			NM	2	\$120.00
		<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	MTWTF--				2	\$60.00			
Totals											22	\$7,870.00

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10/08/18 - 10/21/18	LATTA FOR CONGRES	5677

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/20/18	22	\$7,870.00	(\$1,180.50)	\$6,689.50
Totals	22	\$7,870.00	(\$1,180.50)	\$6,689.50

Signature: _____ **Date:** _____

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