

# CONTRACT



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

<u>Contract / Revision</u> 3521340 /		<u>Alt Order #</u> WOC14624551
<u>Advertiser</u> DSCC IE		<u>Original Date / Revision</u> 04/16/24 / 04/16/24
<u>Contract Dates</u> 08/20/24 - 08/26/24	<u>Estimate #</u> 13210	
<u>Product</u> Issue		
<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>Agy Code</u> 9913721	<u>Advertiser Code</u> 49	<u>Product 1/2</u> 53
<u>Agency Ref</u> 117658	<u>Advertiser Ref</u> 544450	

And:

**Great American Media**  
 3050 K Street NW  
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WBAY	08/20/24	08/26/24	Action 2 News @ 6a	6a-7a		:30			P-01	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/20/24	08/26/24	MTWTF--	1			\$2,500.00					
N 2	WBAY	08/20/24	08/24/24	Action 2 News Sa @ 88a-9a			:30			P-01	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/19/24	08/25/24	-----S-	1			\$1,850.00					
N 3	WBAY	08/20/24	08/25/24	Action 2 News Su @ 88a-9a			:30			P-01	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/19/24	08/25/24	-----S	1			\$1,850.00					
N 4	WBAY	08/20/24	08/26/24	Action 2 News M-F @ 9-930a			:30			P-01	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/20/24	08/26/24	MTWTF--	2			\$1,500.00					
N 5	WBAY	08/20/24	08/26/24	25 Words or Less	930-10a		:30			P-01	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/20/24	08/26/24	MTWTF--	2			\$950.00					
N 6	WBAY	08/20/24	08/26/24	The View	10a-11a		:30			P-01	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/20/24	08/26/24	MTWTF--	3			\$1,100.00					
N 7	WBAY	08/20/24	08/26/24	Action 2 News M-F @ 5p-530p			:30			P-01	NM	2	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/20/24	08/26/24	MTWTF--	2			\$4,250.00					
N 8	WBAY	08/20/24	08/26/24	Action 2 News M-F @ 6p-630p			:30			P-01	NM	2	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/20/24	08/26/24	MTWTF--	2			\$4,250.00					
N 9	WBAY	08/20/24	08/25/24	Action 2 News Su @ 5530p-6p			:30			P-01	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/19/24	08/25/24	-----S	1			\$4,000.00					
N 10	WBAY	08/20/24	08/26/24	Action 2 News M-F @ 10p-1035p			:30			P-01	NM	2	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/20/24	08/26/24	MTWTF--	2			\$4,250.00					
N 11	WBAY	08/20/24	08/25/24	Sun Sports Night	1035p-1045p		:30			P-01	NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/19/24	08/25/24	-----S	1			\$1,550.00					
N 12	WBAY	08/20/24	08/22/24	Press Your Luck	658p-8p		:30			P-01	NM	1	\$2,500.00

(\* 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>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/19/24	08/25/24	---T---				1	\$2,500.00				
N 13	WBAY	08/20/24	08/24/24	Sat.Nite College Footb	630p-10p		:30			P-01	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/19/24	08/25/24	-----S-				1	\$3,500.00				
<b>Totals</b>												20	\$51,450.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/29/24 - 08/25/24	19	\$50,350.00	(\$7,552.50)	\$42,797.50
08/26/24 - 08/26/24	1	\$1,100.00	(\$165.00)	\$935.00
<b>Totals</b>	20	\$51,450.00	(\$7,717.50)	\$43,732.50

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

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