

CONTRACT



WICU
3514 State Street
Erie, PA 16508
(814) 454-5201

www.erienewsnow.com

And:

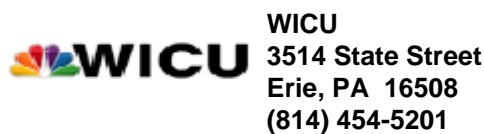
Waterfront Strategies
3050 K. Street NW
Suite 100
Washington, DC 20007

<u>Contract / Revision</u> 72123 /		<u>Alt Order #</u> 27756214
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 03/30/22 / 03/30/22
<u>Contract Dates</u> 09/27/22 - 10/03/22	<u>Estimate #</u> 163/173/10479	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WICU	<u>Account Executive</u> Shepard Ritzen	<u>Sales Office</u> Millenium Philad
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u> 163	<u>Product 1/2</u> 173
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WICU	09/27/22	10/03/22	Erie News Now Sunrise @ 6a	6:00 AM-6:30 AM		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/22	10/03/22	MTWTF--				2	\$200.00			
N 2	WICU	09/27/22	10/03/22	Erie News Now Sunrise @ 6a	6:30 AM-7:00 AM		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/22	10/03/22	MTWTF--				3	\$200.00			
N 3	WICU	09/27/22	10/03/22	Today Show	7:00 AM-8:00 AM		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/22	10/03/22	MTWTF--				3	\$400.00			
N 4	WICU	09/27/22	10/03/22	Today Show	8:00 AM-9:00 AM		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/22	10/03/22	MTWTF--				2	\$600.00			
N 5	WICU	10/01/22	10/01/22	Saturday Today	7:00 AM-8:00 AM		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/26/22	10/02/22	-----S-				1	\$200.00			
N 6	WICU	10/01/22	10/01/22	Erie News Now Weekend	8:00 AM-8:30 AM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/26/22	10/02/22	-----S-				1	\$250.00			
N 7	WICU	10/01/22	10/01/22	Erie News Now Weekend	8:30 AM-9:00 AM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/26/22	10/02/22	-----S-				1	\$250.00			
N 8	WICU	10/02/22	10/02/22	Erie News Now Weekend	8:00 AM-8:30 AM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/26/22	10/02/22	-----S				1	\$250.00			
N 9	WICU	10/02/22	10/02/22	Sunday Today	9:00 AM-10:00 AM		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/26/22	10/02/22	-----S				1	\$200.00			
N 10	WICU	09/27/22	10/03/22	Today Show III	9:00 AM-10:00 AM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/22	10/03/22	MTWTF--				1	\$150.00			
N 11	WICU	09/27/22	10/03/22	Today w/Hoda & Jenna	10:00 AM-11:00 AM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/22	10/03/22	MTWTF--				1	\$150.00			
N 12	WICU	09/27/22	10/03/22	Hot Bench	11:00 AM-11:30 AM		:30			NM	1	\$100.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/27/22	10/03/22	MTWTF--				1	\$100.00			
N 13	WICU	09/27/22	10/03/22	People's Court	11:30 AM-12:30 PM		:30			NM	1	\$100.00
Week:		09/27/22	10/03/22	MTWTF--				1	\$100.00			
N 14	WICU	09/27/22	10/03/22	Days of Our Lives	1:00 PM-2:00 PM		:30			NM	1	\$200.00
Week:		09/27/22	10/03/22	MTWTF--				1	\$200.00			
N 15	WICU	09/27/22	10/03/22	Ellen	4:00 PM-5:00 PM		:30			NM	1	\$170.00
Week:		09/27/22	10/03/22	MTWTF--				1	\$170.00			
N 16	WICU	09/27/22	10/03/22	Erie News Now @ 1230p	12:30 PM-1:00 PM		:30			NM	1	\$225.00
Week:		09/27/22	10/03/22	MTWTF--				1	\$225.00			
N 17	WICU	09/27/22	10/03/22	Erie News Now @ 5p	5:00 PM-5:30 PM		:30			NM	1	\$500.00
Week:		09/27/22	10/03/22	MTWTF--				1	\$500.00			
N 18	WICU	09/27/22	10/03/22	Erie News Now @ 530pm	5:30 PM-6:00 PM		:30			NM	2	\$1,200.00
Week:		09/27/22	10/03/22	MTWTF--				2	\$600.00			
N 19	WICU	09/27/22	10/03/22	Erie News Now @ 6p	6:00 PM-6:30 PM		:30			NM	3	\$2,100.00
Week:		09/27/22	10/03/22	MTWTF--				3	\$700.00			
N 20	WICU	09/27/22	10/03/22	Erie News Now at 7p	7:00 PM-7:30 PM		:30			NM	1	\$800.00
Week:		09/27/22	10/03/22	MTWTF--				1	\$800.00			
N 21	WICU	10/01/22	10/01/22	Erie News Now Sat 6pm	6:00 PM-6:30 PM		:30			NM	1	\$500.00
Week:		09/26/22	10/02/22	-----S-				1	\$500.00			
N 22	WICU	10/02/22	10/02/22	Erie News Now Sun 6pm	6:00 PM-6:30 PM		:30			NM	1	\$500.00
Week:		09/26/22	10/02/22	-----S				1	\$500.00			
N 23	WICU	09/27/22	10/03/22	People TV	7:30 PM-8:00 PM		:30			NM	1	\$400.00
Week:		09/27/22	10/03/22	MTWTF--				1	\$400.00			
N 24	WICU	09/27/22	10/03/22	Erie News Now at 11p	11:00 PM-11:35 PM		:30			NM	1	\$700.00
Week:		09/27/22	10/03/22	MTWTF--				1	\$700.00			
N 25	WICU	10/02/22	10/02/22	Inside Edition	11:30 PM-12:00 AM		:30			NM	1	\$500.00
Week:		09/26/22	10/02/22	-----S				1	\$500.00			
N 26	WICU	09/27/22	10/03/22	Tonight Show w/Jimmy Fallon	11:35 PM-12:35 AM		:30			NM	1	\$150.00
Week:		09/27/22	10/03/22	MTWTF--				1	\$150.00			
N 27	WICU	09/27/22	09/27/22	The Voice	8:00 PM-9:00 PM		:30			NM	1	\$2,000.00
Week:		09/26/22	10/02/22	-T-----				1	\$2,000.00			
N 28	WICU	09/28/22	09/28/22	Chicago Fire	9:00 PM-10:00 PM		:30			NM	1	\$2,000.00
Week:		09/26/22	10/02/22	--W----				1	\$2,000.00			
N 29	WICU	09/28/22	09/28/22	Chicago PD	10:00 PM-11:00 PM		:30			NM	1	\$2,000.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/26/22	10/02/22	--W----				1	\$2,000.00			
N 30	WICU	09/29/22	09/29/22	Law & Order	8:00 PM-9:00 PM		: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:		09/26/22	10/02/22	---T---				1	\$1,200.00			
N 31	WICU	10/02/22	10/02/22	Nascar:Talladega	2:00 PM-6:00 PM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/26/22	10/02/22	-----S				1	\$500.00			
N 32	WICU	10/02/22	10/02/22	NFL Regular In Game	8:20 PM-11:30 PM		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/26/22	10/02/22	-----S				1	\$5,000.00			
Totals											41	\$25,695.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/22 - 10/03/22	41	\$25,695.00	(\$3,854.25)	\$21,840.75
Totals	41	\$25,695.00	(\$3,854.25)	\$21,840.75

Signature: _____ **Date:** _____

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