

CONTRACT



WBTV
One Julian Price Place
Charlotte, NC 28208
Sales T & C: www.gray.tv/advertising
(704) 374-3500

<u>Contract / Revision</u> 2594775 /		<u>Alt Order #</u> WOC13649722
<u>Advertiser</u> Opportunity Matters Fund		<u>Original Date / Revision</u> 06/22/22 / 06/22/22
<u>Contract Dates</u> 08/03/22 - 08/16/22	<u>Estimate #</u> 2849	
<u>Product</u> OMF		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WBTV	<u>Account Executive</u> Patti Goodnight	<u>Sales Office</u> Charlotte Nation
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Order Type</u> NORMAL		
<u>Agy Code</u> 9923224	<u>Advertiser Code</u> 358	<u>Product 1/2</u> 464
<u>Agency Ref</u> 180944	<u>Advertiser Ref</u> 584039	

And:

FiDi Media LLC
PO Box 956
New York, NY 10272

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WBTV	08/03/22	08/16/22	M-F News at 430a	4:30 AM-5:00 AM		:30			P-03	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/03/22	08/09/22	11111--				5	\$350.00				
	Week:	08/10/22	08/16/22	11111--				5	\$350.00				
N 2	WBTV	08/03/22	08/16/22	CBS This Morning	7:00 AM-9:00 AM		:30			P-03	NM	18	\$25,200.00
	Week:	08/03/22	08/09/22	21222--				9	\$1,400.00				
	Week:	08/10/22	08/16/22	21222--				9	\$1,400.00				
N 3	WBTV	08/03/22	08/13/22	Sat News at 5a	5:00 AM-6:00 AM		:30			P-03	NM	2	\$1,000.00
	Week:	08/03/22	08/09/22	-----1-				1	\$500.00				
	Week:	08/10/22	08/16/22	-----1-				1	\$500.00				
N 4	WBTV	08/03/22	08/13/22	Sat News at 6a	6:00 AM-7:00 AM		:30			P-03	NM	2	\$1,800.00
	Week:	08/03/22	08/09/22	-----1-				1	\$900.00				
	Week:	08/10/22	08/16/22	-----1-				1	\$900.00				
N 5	WBTV	08/03/22	08/13/22	Sat News at 7a	7:00 AM-8:00 AM		:30			P-03	NM	2	\$2,400.00
	Week:	08/03/22	08/09/22	-----1-				1	\$1,200.00				
	Week:	08/10/22	08/16/22	-----1-				1	\$1,200.00				
N 6	WBTV	08/03/22	08/14/22	Sun News at 6a	6:00 AM-7:00 AM		:30			P-03	NM	2	\$1,600.00
	Week:	08/03/22	08/09/22	-----1				1	\$800.00				
	Week:	08/10/22	08/16/22	-----1				1	\$800.00				
N 7	WBTV	08/03/22	08/16/22	M-F QC Morning	9:00 AM-10:00 AM		:30			P-03	NM	8	\$4,800.00
	Week:	08/03/22	08/09/22	-1111--				4	\$600.00				
	Week:	08/10/22	08/16/22	-1111--				4	\$600.00				
N 8	WBTV	08/03/22	08/16/22	CBS Price Is Right	11:00 AM-12:00 P		:30			P-03	NM	10	\$24,000.00
	Week:	08/03/22	08/09/22	11111--				5	\$2,400.00				
	Week:	08/10/22	08/16/22	11111--				5	\$2,400.00				
N 9	WBTV	08/03/22	08/16/22	M-F News at Noon	12:00 PM-12:30 P		:30			P-03	NM	10	\$22,000.00
	Week:	08/03/22	08/09/22	11111--				5	\$2,200.00				
	Week:	08/10/22	08/16/22	11111--				5	\$2,200.00				

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<u>Contract Dates</u> 08/03/22 - 08/16/22	<u>Product</u> OMF	<u>Estimate #</u> 2849

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	11111--				5	\$2,200.00				
Week:		08/10/22	08/16/22	11111--				5	\$2,200.00				
N 10	WBTV	08/03/22	08/16/22	M-F News at 4p	4:00 PM-4:30 PM		:30			P-03	NM	10	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	11111--				5	\$1,300.00				
Week:		08/10/22	08/16/22	11111--				5	\$1,300.00				
N 11	WBTV	08/03/22	08/16/22	M-F News at 430p	4:30 PM-5:00 PM		:30			P-03	NM	10	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	11111--				5	\$1,400.00				
Week:		08/10/22	08/16/22	11111--				5	\$1,400.00				
N 12	WBTV	08/03/22	08/16/22	M-F News at 5p	5:00 PM-5:30 PM		:30			P-03	NM	4	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	-1-1---				2	\$2,100.00				
Week:		08/10/22	08/16/22	-1-1---				2	\$2,100.00				
N 13	WBTV	08/03/22	08/16/22	M-F News at 530p	5:30 PM-6:00 PM		:30			P-03	NM	10	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	11111--				5	\$2,100.00				
Week:		08/10/22	08/16/22	11111--				5	\$2,100.00				
N 14	WBTV	08/03/22	08/16/22	M-F News at 6p	6:00 PM-6:30 PM		:30			P-03	NM	10	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	11111--				5	\$2,800.00				
Week:		08/10/22	08/16/22	11111--				5	\$2,800.00				
N 15	WBTV	08/03/22	08/13/22	Sat News at 6p	6:00 PM-6:30 PM		:30			P-03	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	-----1-				1	\$1,000.00				
Week:		08/10/22	08/16/22	-----1-				1	\$1,000.00				
N 16	WBTV	08/03/22	08/14/22	Sun News at 630p	6:30 PM-7:00 PM		:30			P-03	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	-----1				1	\$1,300.00				
Week:		08/10/22	08/16/22	-----1				1	\$1,300.00				
N 17	WBTV	08/03/22	08/15/22	M-F News at 7p	7:00 PM-7:30 PM		:30			P-03	NM	6	\$11,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	1-1-1--				3	\$1,900.00				
Week:		08/10/22	08/16/22	1-1-1--				3	\$1,900.00				
N 18	WBTV	08/03/22	08/16/22	M-F News at 11p	11:00 PM-11:35 P		:30			P-03	NM	10	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	11111--				5	\$2,200.00				
Week:		08/10/22	08/16/22	11111--				5	\$2,200.00				
N 19	WBTV	08/03/22	08/13/22	Sat News at 11p	11:00 PM-11:35 P		:30			P-03	NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	-----1-				1	\$1,650.00				
Week:		08/10/22	08/16/22	-----1-				1	\$1,650.00				
N 20	WBTV	08/03/22	08/14/22	Sun News at 11p	11:00 PM-11:35 P		:30			P-03	NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/03/22	08/09/22	-----1				1	\$1,650.00				
Week:		08/10/22	08/16/22	-----1				1	\$1,650.00				
Totals												132	\$215,300.00

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08/03/22 - 08/16/22	OMF	2849

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/22 - 08/16/22	132	\$215,300.00	(\$32,295.00)	\$183,005.00
Totals	132	\$215,300.00	(\$32,295.00)	\$183,005.00

Signature: _____ **Date:** _____

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