

# CONTRACT



**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(404) 496-7531**

<u>Contract / Revision</u> 1134687 /		<u>Alt Order #</u> 10779225
<u>Advertiser</u> <b>ISS/Duty &amp; Honor-A</b>		<u>Original Date / Revision</u> 05/15/24 / 05/15/24
<u>Contract Dates</u> <b>05/24/24 - 05/30/24</b>	<u>Estimate #</u> <b>13262</b>	
<u>Product</u> <b>DUTY AND HONOR</b>		
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WHIO-TV</b>	<u>Account Executive</u> Philadelphia CoxRep	<u>Sales Office</u> CoxReps Philad
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> TV14573	<u>Advertiser Code</u> 405	<u>Product 1/2</u> 432
<u>Agency Ref</u> P00018027		<u>Advertiser Ref</u> P00075501-A

And:

**Waterfront Strategies**  
**3050 K Street NW**  
**Ste 100**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
1	WHIO	05/24/24	05/30/24	Daybreak Edition 6a	6:00 AM-7:00 AM		:30			P-02	NM	2	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/24/24	05/30/24	MTWTF--	2			\$1,925.00					
2	WHIO	05/24/24	05/30/24	CBS This Morning	7:00 AM-9:00 AM		:30			P-02	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/24/24	05/30/24	MTWTF--	2			\$2,000.00					
3	WHIO	05/25/24	05/25/24	NewsCenter 7 Sa 8a	8:00 AM-10:00 AM		:30			P-02	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/20/24	05/26/24	-----1-	1			\$1,125.00					
4	WHIO	05/24/24	05/30/24	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-02	NM	2	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/24/24	05/30/24	MTWTF--	2			\$1,425.00					
5	WHIO	05/26/24	05/26/24	CBS Su Morning	9:00 AM-10:30 AM		:30			P-02	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/20/24	05/26/24	-----1	1			\$1,700.00					
6	WHIO	05/24/24	05/30/24	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02	NM	2	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/24/24	05/30/24	MTWTF--	2			\$2,925.00					
7	WHIO	05/26/24	05/26/24	Sa-Su Early News	6:00 PM-7:00 PM		:30			P-02	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/20/24	05/26/24	-----1	1			\$1,425.00					
8	WHIO	05/24/24	05/30/24	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-02	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/24/24	05/30/24	MTWTF--	2			\$4,500.00					
9	WHIO	05/24/24	05/30/24	M-Su 11p News	11:00 PM-11:35 P		:30			P-02	NM	2	\$6,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		05/24/24	05/30/24	MTWTFSS	2			\$3,125.00					
10	WHIO	05/24/24	05/30/24	Stephen Colbert	11:35 PM-12:37 X		:30			P-02	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					

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

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!

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1134687 /	10779225

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/Duty & Honor-A	05/15/24 / 05/15/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/24/24 - 05/30/24	DUTY AND HONOR	13262

*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:		05/24/24	05/30/24	MTWTF--				2	\$650.00				
N 11	WHIO	05/29/24	05/29/24	Wed Prime Hour 1	8:00 PM-9:00 PM		:30			P-02	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/27/24	06/02/24	--1----				1	\$2,500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WHIO	05/27/24-06/02/24	Wed Prime Hour 1	8:00 PM-9:00 PM	---W-----	:30		<del>\$2,500.00</del>		NM		
<i>Credited</i>													
12	WHIO	05/26/24	05/26/24	Sun Prime Hour 1	7:00 PM-8:00 PM		:30			P-02	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/20/24	05/26/24	-----1				1	\$5,000.00				
N 13	WHIO	05/25/24	05/25/24	CBS Sports Specials	1:30 PM-3:30 PM		:30			P-02	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/20/24	05/26/24	-----1-				1	\$700.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WHIO	05/20/24-05/26/24	CBS Sports Specials	1:30 PM-3:30 PM	-----Sa--	:30		<del>\$700.00</del>		NM		
<i>Credited</i>													
14	WHIO	05/27/24	05/30/24	OTT	5:00 AM-12:00 XM		:00			P-14	NS	10	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/27/24	06/02/24	MTWT---				10	\$75.00				
N 15	WHIO	05/25/24	05/25/24	WNBA Game	1:00 PM-3:00 PM		:30			P-02	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/20/24	05/26/24	-----S-				1	\$700.00				
N 16	WHIO	05/29/24	05/29/24	Wed Prime Hour 1	8p-9p		:30			P-02	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/27/24	06/02/24	--W----				1	\$2,500.00				
<b>Totals</b>												<b>30</b>	<b>\$46,300.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/20/24 -05/26/24	6	\$13,075.00	(\$1,961.25)	\$11,113.75
05/27/24 -06/02/24	24	\$33,225.00	(\$4,983.75)	\$28,241.25
<b>Totals</b>	<b>30</b>	<b>\$46,300.00</b>	<b>(\$6,945.00)</b>	<b>\$39,355.00</b>

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

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