

# CONTRACT



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

|   |   |  |
|---|---|--|
| <u>Contract / Revision</u><br>1649552 /               |   | <u>Alt Order #</u>                                     |
| <u>Advertiser</u><br>American Bridge 21st Century PAC |   | <u>Original Date / Revision</u><br>06/11/20 / 06/11/20 |
| <u>Contract Dates</u><br>07/21/20 - 07/27/20          | <u>Estimate #</u><br>1530                   |  |
| <u>Product</u><br>American Bridge 21st Century PAC    |   |  |
| <u>Billing Cycle</u><br>EOM/EOC                       | <u>Billing Calendar</u><br>Broadcast        | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>WBAY                               | <u>Account Executive</u><br>Green Bay House | <u>Sales Office</u><br>Green Bay Natio                 |
| <u>Special Handling</u>                               |   |  |
| <u>Demographic</u><br>Adults 35+                      |   |  |
|   | <u>Order Type</u><br>NORMAL                 |  |
| <u>Agency Code</u>                                    | <u>Advertiser Code</u><br>5                 | <u>Product 1/2</u><br>50                               |
| <u>Agency Ref</u><br>66691                            | <u>Advertiser Ref</u><br>174180             |  |

And:

**Amplify Media**  
 222 W. Ontario St  
 Ste 600  
 Chicago, IL 60654

| *Line | Ch   | Start Date        | End Date        | Description             | Start/End Time | Days | Length | Spots/Week        | Rate        | PCode | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|-------------------------|----------------|------|--------|-------------------|-------------|-------|------|-------|------------|
| N 1   | WBAY | 07/21/20          | 07/24/20        | Action 2 News @ 6a      | 6a-7a          |      | 1:00   |                   |             | P-01  | NM   | 2     | \$4,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |            |
| Week: |      | 07/20/20          | 07/26/20        | -TWTF--                 |                |      |        | 2                 | \$2,000.00  |       |      |       |            |
| N 2   | WBAY | 07/21/20          | 07/27/20        | Action 2 News M-F @ 12p | 1230p          |      | 1:00   |                   |             | P-01  | NM   | 2     | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |            |
| Week: |      | 07/20/20          | 07/26/20        | -TWTF--                 |                |      |        | 1                 | \$1,800.00  |       |      |       |            |
| Week: |      | 07/27/20          | 08/02/20        | M-----                  |                |      |        | 1                 | \$1,800.00  |       |      |       |            |
| N 3   | WBAY | 07/21/20          | 07/24/20        | Dr Phil                 | 3p-4p          |      | 1:00   |                   |             | P-01  | NM   | 2     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |            |
| Week: |      | 07/20/20          | 07/26/20        | -TWTF--                 |                |      |        | 2                 | \$750.00    |       |      |       |            |
| N 4   | WBAY | 07/21/20          | 07/27/20        | M-F 430p-5p             | 430p-5p        |      | 1:00   |                   |             | P-01  | NM   | 2     | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |            |
| Week: |      | 07/20/20          | 07/26/20        | -TWTF--                 |                |      |        | 1                 | \$1,250.00  |       |      |       |            |
| Week: |      | 07/27/20          | 08/02/20        | M-----                  |                |      |        | 1                 | \$1,250.00  |       |      |       |            |
| N 5   | WBAY | 07/21/20          | 07/24/20        | Action 2 News M-F @ 4p  | 430p           |      | 1:00   |                   |             | P-01  | NM   | 2     | \$5,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |            |
| Week: |      | 07/20/20          | 07/26/20        | -TWTF--                 |                |      |        | 2                 | \$2,900.00  |       |      |       |            |
| N 6   | WBAY | 07/21/20          | 07/27/20        | Action 2 News M-F @ 6p  | 630p           |      | :30    |                   |             | P-01  | NM   | 2     | \$6,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |            |
| Week: |      | 07/20/20          | 07/26/20        | -TWTF--                 |                |      |        | 1                 | \$3,300.00  |       |      |       |            |
| Week: |      | 07/27/20          | 08/02/20        | M-----                  |                |      |        | 1                 | \$3,300.00  |       |      |       |            |
| N 7   | WBAY | 07/27/20          | 07/27/20        | Bachelor                | 658p-10p       |      | 1:00   |                   |             | P-01  | NM   | 1     | \$5,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |            |
| Week: |      | 07/27/20          | 08/02/20        | 1-----                  |                |      |        | 1                 | \$5,000.00  |       |      |       |            |
| N 8   | WBAY | 07/21/20          | 07/24/20        | Holey Moley             | 658p-8p        |      | 1:00   |                   |             | P-01  | NM   | 1     | \$3,700.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |            |
| Week: |      | 07/20/20          | 07/26/20        | ---1---                 |                |      |        | 1                 | \$3,700.00  |       |      |       |            |
| N 9   | WBAY | 07/26/20          | 07/26/20        | Celeb Family Feud       | 7p-8p          |      | 1:00   |                   |             | P-01  | NM   | 1     | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |            |
| Week: |      | 07/20/20          | 07/26/20        | -----1                  |                |      |        | 1                 | \$3,600.00  |       |      |       |            |
| N 10  | WBAY | 07/26/20          | 07/26/20        | Match Game              | 9p-10p         |      | 1:00   |                   |             | P-01  | NM   | 1     | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |            |
| Week: |      | 07/20/20          | 07/26/20        | -----1                  |                |      |        | 1                 | \$3,600.00  |       |      |       |            |
| N 11  | WBAY | 07/21/20          | 07/24/20        | Action 2 News M-F @ 10p | 1035p          |      | 1:00   |                   |             | P-01  | NM   | 2     | \$6,200.00 |

(\* 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.



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| *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:         |      | 07/20/20          | 07/26/20        | -TWTF--               |                |      |        | 2                 | \$3,100.00  |       |      |       |             |
| N 12          | WBAY | 07/21/20          | 07/27/20        | Jimmy Kimmel Show     | 1035p-1137p    |      | 1:00   |                   |             | P-01  | NM   | 2     | \$2,200.00  |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week:         |      | 07/20/20          | 07/26/20        | -TWTF--               |                |      |        | 1                 | \$1,100.00  |       |      |       |             |
| Week:         |      | 07/27/20          | 08/02/20        | M-----                |                |      |        | 1                 | \$1,100.00  |       |      |       |             |
| N 13          | WBAY | 07/21/20          | 07/27/20        | ABC Nightline Late Ru | Various        |      | 1:00   |                   |             | P-01  | NM   | 2     | \$1,100.00  |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week:         |      | 07/20/20          | 07/26/20        | -TWTF--               |                |      |        | 1                 | \$550.00    |       |      |       |             |
| Week:         |      | 07/27/20          | 08/02/20        | M-----                |                |      |        | 1                 | \$550.00    |       |      |       |             |
| <b>Totals</b> |      |                   |                 |                       |                |      |        |                   |             |       |      | 22    | \$49,400.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount  |
|---------------------|------------|--------------|--------------|-------------|
| 06/29/20 - 07/26/20 | 16         | \$36,400.00  | (\$5,460.00) | \$30,940.00 |
| 07/27/20 - 07/27/20 | 6          | \$13,000.00  | (\$1,950.00) | \$11,050.00 |
| <b>Totals</b>       | 22         | \$49,400.00  | (\$7,410.00) | \$41,990.00 |

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

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## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Scott Kennedy, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

**Station time requested by:**

Agency name: Amplify Media

Address:

Contact: Scott Kennedy

Phone number: 312-787-3322

Email: scott.kennedy@almediastrategy.com

**Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):**

Name: AB PAC

Address: 455 Massachusetts Ave NW, STE 650 Washington, DC 20001

Contact: Scott Kennedy

Phone number: 312-787-3322

Email: scott.kennedy@almediastrategy.com

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):**

Bradley Beychok - President

David Brock - Chair

Rodell Molineau - Treasurer

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

**If ad refers to a federal candidate(s) or federal election, list ALL of the following:**

N/A

Name(s) of every candidate referred to: Donald Trump

Office(s) sought by such candidate(s) (no acronyms or abbreviations): President of the United States

Date of election: 11/03/2020

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

Donald Trump

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

| Advertiser/Sponsor                              |  | Station Representative                                 |  |
|---|--|--|--|
| Signature: <b>Scott Kennedy</b>                 | <small>Digitally signed by Scott Kennedy<br/>Date: 2020.04.20 09:35:29 -05'00'</small> | Signature: <i>Annette VanLaanen</i>                    |  |
| Name: Scott Kennedy                             |  | Name: <i>Annette VanLaanen</i>                         |  |
| Date of Request to Purchase Ad Time: 04/20/2020 |  | Date of Station Agreement to Sell Time: <i>4/11/20</i> |  |

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

Accepted

Accepted IN PART (e.g., ad not received to determine content)\* *Traffic spot to be sent*

Rejected – provide reason: *closer to start date*

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

|                            |                                    |  |
|----------------------------|------------------------------------|--|
| Contract #: <i>1649552</i> | Station Call Letters: <i>WBAY</i>  | Date Received/Requested: <i>6/11/20</i>      |
| Est. #: <i>1530</i>        | Station Location: <i>Green Bay</i> | Run Start and End Dates: <i>7/21-7/29/20</i> |

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.