



**WUPW**  
**730 North Summit**  
**Toledo, OH 43604**  
**(419) 244-3600**

# CONTRACT

<u>Contract / Revision</u> 1834487 /		<u>Alt Order #</u> 08835340
<u>Product</u> <b>OHIOANS AGAINST THE</b>		
<u>Contract Dates</u> <b>10/11/17 - 10/17/17</b>		<u>Estimate #</u> <b>4981</b>
<u>Advertiser</u> <b>ISS/Ohioans Against the Deceptive RX Ballot</b>		<u>Original Date / Revision</u> 10/12/17 / 10/12/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WUPW</b>	<u>Account Executive</u> Matthew Wurm	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 1021	<u>Advertiser Code</u> 377	<u>Product 1/2</u> 458
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Mentzer Media Services**  
**210 W Pennsylvania Ave, Suite 250**  
**Towson, MD 21204**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WUPW	10/13/17	10/13/17	LOC Late 10pm FOX News	10-11pm		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	----2--	2			\$275.00				
2	WUPW	10/13/17	10/13/17	PAGE SIX	M-F 11-1130 PM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	---1--	1			\$70.00				
3	WUPW	10/13/17	10/13/17	TMZ	M-F 1130p-12am		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	----1--	1			\$60.00				
4	WUPW	10/13/17	10/13/17	HIMYM	M-F 12 - 1230am		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	----1--	1			\$35.00				
5	WUPW	10/13/17	10/13/17	FOX News @ 6:30PM	FOX Toledo News		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	----1--	1			\$80.00				
6	WUPW	10/13/17	10/13/17	MOM	M-F 730-8 PM		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	----1--	1			\$225.00				
7	WUPW	10/13/17	10/13/17	HELL'S KITCHEN	FRI 8-9p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	----1--	1			\$300.00				
8	WUPW	10/13/17	10/13/17	EXORCIST	FRI 9-10p		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	----1--	1			\$225.00				
9	WUPW	10/16/17	10/16/17	LOC Late 10pm FOX News	10-11pm		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/17	10/22/17	2-----	2			\$275.00				
10	WUPW	10/16/17	10/16/17	PAGE SIX	M-F 11-1130 PM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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**Toledo, OH 43604**  
**(419) 244-3600**

<u>Contract / Revision</u> 1834487 /		<u>Alt Order #</u> 08835340
<u>Contract Dates</u> 10/11/17 - 10/17/17		<u>Product</u> OHIOANS AGAINST TH
<u>Advertiser</u> ISS/Ohioans Against the I		<u>Estimate #</u> 4981
		<u>Original Date / Revision</u> 10/12/17 / 10/12/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	1-----				1	\$70.00			
11	WUPW	10/16/17	10/16/17	TMZ	M-F 1130p-12am		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	1-----				1	\$60.00			
12	WUPW	10/16/17	10/16/17	HIMYM	M-F 12 - 1230am		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	1-----				1	\$35.00			
13	WUPW	10/16/17	10/16/17	FOX News @ 6:30PM	FOX Toledo News		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	1-----				1	\$80.00			
14	WUPW	10/16/17	10/16/17	FOX Toledo Daybreak	FOX Toledo Daybr		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	1-----				1	\$55.00			
15	WUPW	10/16/17	10/16/17	MOM	M-F 730-8 PM		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	1-----				1	\$225.00			
16	WUPW	10/16/17	10/16/17	LUCIFER	MON 8-9p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	1-----				1	\$350.00			
17	WUPW	10/16/17	10/16/17	THE GIFTED	TUE 9-10p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	1-----				1	\$300.00			
18	WUPW	10/14/17	10/14/17	Fox Toledo News at 10PM	10-1030p		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----1-				1	\$225.00			
N 19	WUPW	10/14/17	10/14/17	ALSC on FOX	ALCS on FOX		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----2-				2	\$900.00			
E 20	WUPW	10/15/17	10/15/17	Detroit Lions	SUN 1-415P		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----2				2	\$1,200.00			
21	WUPW	10/15/17	10/15/17	Lions GameDay Live	Lions GameDay Li		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----1				1	\$125.00			
22	WUPW	10/15/17	10/15/17	IN DEPTH	IN DEPTH 1030-11		:30			NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----1				1	\$15.00			
23	WUPW	10/15/17	10/15/17	NFL KICK OFF	NFL KICK OFF		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----1				1	\$250.00			
24	WUPW	10/15/17	10/15/17	OUTDOORSMAN	SUN 11-1130p		:30			NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----1				1	\$15.00			
25	WUPW	10/15/17	10/15/17	FOX NFL SUNDAY	SUN 12-1P		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----1				1	\$375.00			

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		<u>Original Date / Revision</u> 10/12/17 / 10/12/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
26	WUPW	10/15/17	10/15/17	Detroit Lions POST	SUN 415-430P		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----1				1	\$1,000.00			
27	WUPW	10/15/17	10/15/17	Fox News Sunday	Fox News Sunday		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----1				1	\$60.00			
28	WUPW	10/12/17	10/12/17	LOC Late 10pm FOX News	10-11pm		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	---2---				2	\$275.00			
29	WUPW	10/12/17	10/12/17	PAGE SIX	M-F 11-1130 PM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	---1---				1	\$70.00			
30	WUPW	10/12/17	10/12/17	TMZ	M-F 1130p-12am		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	---1---				1	\$60.00			
31	WUPW	10/12/17	10/12/17	HIMYM	M-F 12 - 1230am		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	---1---				1	\$35.00			
32	WUPW	10/12/17	10/12/17	FOX News @ 6:30PM	FOX Toledo News		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	---1---				1	\$80.00			
33	WUPW	10/12/17	10/12/17	FOX Toledo Daybreak	FOX Toledo Daybr		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	---1---				1	\$55.00			
34	WUPW	10/12/17	10/12/17	MOM	M-F 730-8 PM		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	---1---				1	\$225.00			
35	WUPW	10/12/17	10/12/17	GOTHAM	THU 8-9p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	---1---				1	\$450.00			
36	WUPW	10/12/17	10/12/17	THE ORVILLE	THU 9-10p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	---1---				1	\$350.00			
37	WUPW	10/17/17	10/17/17	LOC Late 10pm FOX News	10-11pm		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	-2-----				2	\$275.00			
38	WUPW	10/17/17	10/17/17	PAGE SIX	M-F 11-1130 PM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	-1-----				1	\$70.00			
39	WUPW	10/17/17	10/17/17	TMZ	M-F 1130p-12am		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	-1-----				1	\$60.00			
40	WUPW	10/17/17	10/17/17	HIMYM	M-F 12 - 1230am		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	-1-----				1	\$35.00			
41	WUPW	10/17/17	10/17/17	FOX News @ 6:30PM	FOX Toledo News		:30			NM	1	\$80.00

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<u>Contract Dates</u> 10/11/17 - 10/17/17		<u>Product</u> OHIOANS AGAINST TH
<u>Advertiser</u> ISS/Ohioans Against the I		<u>Estimate #</u> 4981
		<u>Original Date / Revision</u> 10/12/17 / 10/12/17

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/17	10/22/17	-1-----	1			\$80.00				
42	WUPW	10/17/17	10/17/17	FOX Toledo Daybreak	FOX Toledo Daybr		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/17	10/22/17	-1-----	1			\$55.00				
43	WUPW	10/17/17	10/17/17	MOM	M-F 730-8 PM		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/17	10/22/17	-1-----	1			\$225.00				
44	WUPW	10/17/17	10/17/17	LETHAL WEAPON	TUE 8-9p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/17	10/22/17	-1-----	1			\$300.00				
45	WUPW	10/17/17	10/17/17	THE MICK/BROOKLYN 99	TUE 9-10p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/17	10/22/17	-1-----	1			\$300.00				
46	WUPW	10/11/17	10/11/17	LOC Late 10pm FOX News	10-11pm		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	--2----	2			\$275.00				
47	WUPW	10/11/17	10/11/17	PAGE SIX	M-F 11-1130 PM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	--1----	1			\$70.00				
48	WUPW	10/11/17	10/11/17	TMZ	M-F 1130p-12am		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	--1----	1			\$60.00				
49	WUPW	10/11/17	10/11/17	HIMYM	M-F 12 - 1230am		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	--1----	1			\$35.00				
50	WUPW	10/11/17	10/11/17	FOX News @ 6:30PM	FOX Toledo News		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	--1----	1			\$80.00				
51	WUPW	10/11/17	10/11/17	FOX Toledo Daybreak	FOX Toledo Daybr		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	--1----	1			\$55.00				
52	WUPW	10/11/17	10/11/17	MOM	M-F 730-8 PM		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	--1----	1			\$225.00				
53	WUPW	10/11/17	10/11/17	EMPIRE	WED 8-9P		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	--1----	1			\$400.00				
54	WUPW	10/11/17	10/11/17	STAR	WED 9-10p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/09/17	10/15/17	--1----	1			\$350.00				
N 55	WUPW	10/16/17	10/16/17	THE GIFTED	MON 9-10p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/17	10/22/17	1-----	1			\$300.00				
N 56	WUPW	10/17/17	10/17/17	THE MICK/BROOKLYN 99	TUE 9-10p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/17	10/22/17	-1-----	1			\$300.00				

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station 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.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WUPW**  
**730 North Summit**  
**Toledo, OH 43604**  
**(419) 244-3600**

<u>Contract / Revision</u> 1834487 /		<u>Alt Order #</u> 08835340
<u>Contract Dates</u> 10/11/17 - 10/17/17		<u>Product</u> OHIOANS AGAINST TH
		<u>Estimate #</u> 4981
<u>Advertiser</u> ISS/Ohioans Against the I		<u>Original Date / Revision</u> 10/12/17 / 10/12/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 57	WUPW	10/14/17	10/14/17	LOC Leading Edge	SAT 1030-11P		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/17	10/15/17	-----1-				1	\$35.00			
N 58	WUPW	10/16/17	10/17/17	PAGE SIX	M-F 11pm-12am		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/17	10/22/17	MT-----				1	\$65.00			
<b>Totals</b>											65	\$15,610.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/17 - 10/17/17	65	\$15,610.00	(\$2,341.50)	\$13,268.50
<b>Totals</b>	65	\$15,610.00	(\$2,341.50)	\$13,268.50

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

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