



Contract

Happy Hour Media Group

Attn: Chris Holcomb

3400 188th St. SW

Lynnwood, WA 98037-

Advertiser	Birch Gold Group	Product	Birch / Gold Investment
Salesperson	Brian Eiert	Salesperson Phone	(818) 461-8607
Sales Office	Los Angeles	Agency Phone	(425) 967-6260
Contract	104294	Date	03/27/2023
Ver	C	Time	1:59 pm
Rev	8	Start	01/09/23
Wks	50	End	12/18/23
Demos		GM - A35+	
Status		ContractFirm	

Line #	Vehicle	DayTime	Jan 9	Jan 16	Jan 23	Jan 30	Jan	Feb 6	Feb 13	Feb 20	Feb 27	Mar 6	Mar 13	Mar 20	Mar 27	Apr 3	Total Units	Len
1	Activation Network	M-F 6A-10A	1	1	1	1	1	1	1	1	1	1	1	2	1	1	13	60
2	Activation Network	M-F 10A-3P	1	1	1	1	1	1	1	1	2	1	1	1	1	1	13	60
3	Activation Network	M-F 3P-7P	1	1	1	1	1	1	1	1	1	1	1	1	1	1	12	60
	Total		3	3	3	3	3	3	3	2	3	3	3	3	3	3	38	
4	Fox Business Report AM	M-F 5A-10A	2	2	2	2	2	2	2	2	2	2	2	2	1	1	24	30
5	Fox Business Report Midday	M-F 10A-3P	2	2	4	2	2	2	2	2	2	2	2	2	1	1	26	30
6	Fox Business Report PM	M-F 3P-7P	2	2	2	2	2	2	2	2	2	2	2	2	1	1	24	30
7	Fox News Advantage AM	M-F 6A-10A	1	1	1	1	1	1	1	1	1	1	1	1	1	1	7	60
14	Fox News Advantage AM	M-F 6A-10A	1	1	2	1	1	1	1	1	1	1	1	1	1	1	2	30
	Total		1	1	2	1	1	1	1	1	1	1	1	1	1	1	9	
8	Fox News Advantage Midday	M-F 10A-3P	1	1	1	2	1	1	1	1	1	1	1	1	1	2	14	60
16	Fox News Advantage Midday	M-F 10A-3P	1	1	1	1	1	1	1	1	1	1	1	1	1	1	4	30
	Total		1	2	2	2	1	2	2	2	2	2	2	2	2	2	18	
9	Fox News Advantage PM	M-F 3P-7P	1	1	1	1	1	1	1	1	1	1	1	1	1	1	10	60
15	Fox News Advantage PM	M-F 3P-7P	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	30
	Total		2	2	2	2	2	2	2	2	2	2	2	2	2	2	13	
10	Information Today AM	M-F 6A-10A	2	2	2	2	2	2	2	2	2	2	2	2	1	1	24	30
11	Newsrack Weekday	M-F 5A-8P	2	2	2	2	2	2	2	2	2	2	2	2	2	2	26	30
12	Wire Weekday	M-F 5A-8P	1	2	2	2	2	2	2	2	2	1	1	1	2	1	20	60
13	Wire Weekday	M-F 5A-8P	1	2	2	2	2	2	2	2	2	1	1	1	2	1	21	60
	Total		18	20	23	19	18	19	19	14	18	16	16	15	13	14	223	



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Status		Contract Firm	
Contract Firm		GM - A35+	

Line #	Vehicle	Day/Time	Apr 10	Apr 17	Apr 24	May 1	May 8	May 15	May 22	May 29	Jun 5	Jun 12	Jun 19	Jun 26	Jul 3	Total Units	Len
1	Activation Network	M-F 6A-10A	1	2	1	2	1	2	1	2	1	2	1	2	1	19	60
2	Activation Network	M-F 10A-3P	1	1	1	1	1	1	1	1	1	1	1	1	1	13	60
3	Activation Network	M-F 3P-7P	1	1	1	1	1	1	1	1	1	1	1	1	1	13	60
	Total		3	4	3	4	3	4	3	4	3	4	3	4	3	45	
4	Fox Business Report AM	M-F 5A-10A	1	1	1	1	1	1	1	1	1	1	1	1	1	12	30
5	Fox Business Report Midday	M-F 10A-3P	1	1	1	1	1	1	1	1	1	1	1	1	1	12	30
6	Fox Business Report PM	M-F 3P-7P	1	1	1	1	1	1	1	1	1	1	1	1	1	12	30
7	Fox News Advantage AM	M-F 6A-10A	1	1	1	1	1	1	1	1	1	1	1	1	1	8	60
8	Fox News Advantage Midday	M-F 10A-3P	1	2	1	1	1	1	2	2	1	1	1	1	1	15	60
9	Fox News Advantage PM	M-F 3P-7P	1	1	1	1	1	1	1	1	1	1	1	1	1	4	60
10	Information Today AM	M-F 6A-10A	1	1	1	1	1	1	1	1	1	1	1	1	1	12	30
11	Newstrack Weekday	M-F 5A-8P	2	2	2	2	2	2	2	2	2	2	2	2	2	26	30
12	Wire Weekday	M-F 5A-8P	2	1	2	1	2	1	2	1	2	1	2	1	2	20	60
Total Spots			13	14	13	13	13	13	13	14	12	14	13	14	7	166	



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Salesperson Brian Elert	Salesperson Phone (818) 461-8607	Date 03/27/2023	Time 1:59 pm	Start 01/09/23	End 12/18/23
Sales Office Los Angeles	Agency Phone (425) 967-6260	Demos GM - A35+	Status ContractFirm		

Line #	Vehicle	DayTime	Jul 10	Jul 17	Jul 24	Jul 31	Aug 7	Aug 14	Aug 21	Aug 28	Sep 4	Sep 11	Sep 18	Sep 25	Oct 2	Total Units	Len
1	Activation Network	M-F 6A-10A	2	1	2	1	2	1	2	1	2	1	2	1	2	20	60
2	Activation Network	M-F 10A-3P	1	1	1	1	1	1	1	1	1	1	1	1	1	13	60
3	Activation Network	M-F 3P-7P	1	1	1	1	1	1	1	1	1	1	1	1	1	13	60
	Total		4	3	4	3	4	3	4	3	4	3	4	3	4	46	
4	Fox Business Report AM	M-F 5A-10A	1	1	1	1	1	1	1	1	1	1	1	1	1	13	30
5	Fox Business Report Midday	M-F 10A-3P	1	1	1	1	1	1	1	1	1	1	1	1	1	13	30
6	Fox Business Report PM	M-F 3P-7P	1	1	1	1	1	1	1	1	1	1	1	1	1	13	30
7	Fox News Advantage AM	M-F 6A-10A	1	1	1	1	1	1	1	1	1	1	1	1	1	9	60
14	Fox News Advantage AM	M-F 6A-10A	1	1	1	1	1	1	1	1	1	1	1	1	1	2	30
	Total		1	1	1	1	1	1	1	1	1	1	1	1	1	11	
8	Fox News Advantage Midday	M-F 10A-3P	1	1	1	1	1	1	1	1	1	1	1	1	1	12	60
9	Fox News Advantage PM	M-F 3P-7P														1	60
10	Information Today AM	M-F 6A-10A	1	1	1	1	1	1	1	1	1	1	1	1	1	13	30
11	Newsrack Weekday	M-F 5A-8P	2	2	2	2	2	2	2	2	2	2	2	2	2	26	30
12	Wire Weekday	M-F 5A-8P	1	2	1	2	1	2	1	2	1	2	1	2	1	19	60
Total Spots			13	13	13	13	13	12	11	13	14	13	13	13	13	167	



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Status ContractFirm				

Line #	Vehicle	Day/Time	Oct 9	Oct 16	Oct 23	Oct 30	Nov 6	Nov 13	Nov 20	Nov 27	Dec 4	Dec 11	Dec 18	Dec 25	Jan 1	Total Units	Len
1	Activation Network	M-F 6A-10A	1	2	1	2	1	2	1	1	2	1	2			15	60
2	Activation Network	M-F 10A-3P	1	1	1	1	1	1	1	1	1	1	1			10	60
3	Activation Network	M-F 3P-7P	1	1	1	1	1	1	1	1	1	1	1			10	60
	Total		3	4	3	4	3	4	3	4	4	3	4			35	
4	Fox Business Report AM	M-F 5A-10A	1	1	1	1	1	1	1	1	1	1				8	30
5	Fox Business Report Midday	M-F 10A-3P	1	1	1	1	1	1	1	1	1	1				8	30
6	Fox Business Report PM	M-F 3P-7P	1	1	1	1	1	1	1	1	1	1				8	30
7	Fox News Advantage AM	M-F 6A-10A	1	1	1	1	1	1	1	1	1	1				4	60
8	Fox News Advantage Midday	M-F 10A-3P	2	1	1	1	1	1	1	1	1	1				9	60
9	Fox News Advantage PM	M-F 3P-7P	1													1	60
10	Information Today AM	M-F 6A-10A	1	1	1	1	1	1	1	1	1	1				8	30
11	Newstrack Weekday	M-F 5A-8P	2	2	2	2	2	2	2	2	2	2	2			20	30
12	Wire Weekday	M-F 5A-8P	2	1	2	1	1	1	1	1	1	1	1			12	60
Total Spots			15	13	12	12	12	12	0	6	12	12	7	0	0	113	



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Sales Office Los Angeles	Agency Phone (425) 967-6260	Demos GM - A35+		End 12/18/23
		Status ContractFirm		

Line #	Vehicle	Day	Time	Oct 9	Oct 16	Oct 23	Oct 30	Nov 6	Nov 13	Nov 20	Nov 27	Dec 4	Dec 11	Dec 18	Dec 25	Jan 1	Total Units	Len
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Total Gross: \$2,118,675.00

Accepted for Premiere Radio Networks:

Accepted for Agency (and Media Buying Service, if any): as Agent for the Advertiser:

Name _____ Title _____ Name _____ Title _____

P O Reference:



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Contract Summary

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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1 2023			Q2 2023			Q3 2023			Q4 2023			Total Units
													Q1	Q2	Q3	Q4	NA	NA	NA	NA	NA	NA	NA	NA	
Activation Network	22,617	28,077	30,156	40,675	36,116	36,116	46,635	36,116	36,116	43,655	28,577	36,116	80,850	112,907	118,867	108,348									164
Fox Business Report AM	4,338	5,784	5,784	3,615	2,892	2,892	2,892	2,892	2,892	3,615	2,169	1,446	15,906	9,399	8,676	7,230									57
Fox Business Report Midday	4,016	4,016	4,016	2,510	2,008	2,008	2,008	2,008	2,008	2,510	1,506	1,004	12,048	6,526	6,024	5,020									59
Fox Business Report PM	3,612	4,816	4,816	3,010	2,408	2,408	2,408	2,408	2,408	3,010	1,806	1,204	13,244	7,826	7,224	6,020									57
Fox News Advantage AM	23,811	20,409	0	30,614	6,803	20,409	23,811	13,606	27,212	23,811	6,803	6,803	44,220	57,826	64,629	37,417									32
Fox News Advantage Midday	29,621	33,323	33,323	51,835	37,025	37,025	29,620	22,215	29,620	44,430	22,215	14,810	96,267	125,885	81,455	81,455									54
Fox News Advantage PM	25,290	16,860	16,860	5,620	11,240	5,620	5,620	0	5,620	5,620	0	0	59,010	22,480	11,240	5,620									19
Information Today AM	11,484	15,312	15,312	9,570	7,656	7,656	7,656	7,656	7,656	9,570	5,742	3,828	42,108	24,882	22,968	19,140									57
Newstrack Weekday	17,280	23,040	23,040	28,800	23,040	23,040	28,800	23,040	23,040	28,800	17,280	23,040	63,360	74,880	74,880	69,120									98
Wire Weekday	35,606	57,088	35,680	57,088	42,816	42,816	49,952	42,816	42,816	57,088	21,408	28,544	128,374	142,720	135,584	107,040									72
	9,416,775	11,062,425	8,956,311	12,366,861	9,116,212	9,539,470	10,568,306	8,096,121	9,507,564	11,771,777	5,697,818	6,190,135	29,435,511	31,022,543	28,171,991	23,659,730									35457

Total Gross: \$2,118,675.00	
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Vehicle	Total Units	Gross	GRP	CPP	Gross Impressions*	CPM	% Distr	Surveys
Activation Network	164	\$420,972	103.0	4088	188901.6	2.23	14.1	3Q 2022 Nielsen Audio (Fa21)
Fox Business Report AM	57	\$41,211	19.3	2139	35340.0	1.17	2.6	3Q 2022 Nielsen Audio (Fa21)
Fox Business Report Midday	59	\$29,618	17.6	1681	32314.3	0.92	2.4	3Q 2022 Nielsen Audio (Fa21)
Fox Business Report PM	57	\$34,314	13.0	2647	23774.7	1.44	1.8	3Q 2022 Nielsen Audio (Fa21)
Fox News Advantage AM	32	\$204,092	46.7	4369	85696.0	2.38	6.4	RADAR 153 - June 2022
Fox News Advantage Midday	54	\$385,062	115.8	3327	212328.0	1.81	15.8	RADAR 153 - June 2022
Fox News Advantage PM	19	\$98,350	22.0	4462	40432.0	2.43	3.0	RADAR 153 - June 2022
Information Today AM	57	\$109,098	40.3	2705	73986.0	1.47	5.5	RADAR 153 - June 2022
Newsrack Weekday	98	\$282,240	217.0	1300	398105.4	0.71	29.6	3Q 2022 Nielsen Audio (Fa21)
Wire Weekday	72	\$513,718	137.4	3740	251949.6	2.04	18.8	3Q 2022 Nielsen Audio (Fa21)
	669	\$2,118,675	732.1	2894	1342827.6	1.58		

Total Gross: \$2,118,675.00

*Note: Gross Impressions are shown in thousands.