



**WYTV**  
2960 North Meridian Street  
Heather Kiel  
Indianapolis, IN 46208  
(317) 682-9984

**CONTRACT**

<u>Contract / Revision</u> 1998137 /		<u>Alt Order #</u> 8500663
<u>Product</u> TV		
<u>Contract Dates</u> 05/03/19 - 05/19/19		<u>Estimate #</u> 5899
<u>Advertiser</u> POL/Generation Now		<u>Original Date / Revision</u> 05/02/19 / 05/03/19
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WYTV	<u>Account Executive</u> WKBN Local House	<u>Sales Office</u> Blair/Dallas
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 86.10
<u>Agv Code</u> 9917037	<u>Advertiser Code</u> 1405	<u>Product 1/2</u> 2090
<u>Agency Ref</u> IN9370/IN11002/IN141		<u>Advertiser Ref</u>

And:  
  
**Strategic Media Placement**  
7669 Stagers Loop  
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WYTV	05/06/19	05/12/19	News M-F 6-7a	6a-7a		:30				NM	4	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/06/19	05/12/19	1111---				4	\$85.00	1.90			
N 2	WYTV	05/04/19	05/12/19	GMA	GMA		:30				NM	5	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----				0	\$85.00	2.50			
Week:		05/06/19	05/12/19	2111---				5	\$85.00	2.50			
N 3	WYTV	05/04/19	05/12/19	General Hospital	General Hospital		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----				0	\$50.00	1.40			
Week:		05/06/19	05/12/19	1211---				5	\$50.00	1.40			
N 4	WYTV	05/04/19	05/12/19	33 News M-F 6p	M-F 6-630p		:30				NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----				0	\$65.00	2.10			
Week:		05/06/19	05/12/19	1121---				5	\$65.00	2.10			
N 5	WYTV	05/04/19	05/12/19	M-F 7-730p	7p-730p		:30				NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----				0	\$65.00	2.20			
Week:		05/06/19	05/12/19	1112---				5	\$65.00	2.20			
N 6	WYTV	05/06/19	05/12/19	Thur Hour 1	758-9p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/06/19	05/12/19	---1---				1	\$500.00	3.50			
N 9	WYTV	05/04/19	05/05/19	33 News Sa 6p	Sa 6p-630p		:30				NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----1-				1	\$80.00	2.90			
N 10	WYTV	05/04/19	05/05/19	LN Sa	LN Sa		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----1-				1	\$50.00	4.20			
N 11	WYTV	05/04/19	05/05/19	GMA Su	8a-9a		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----1				1	\$45.00	1.70			

(\* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 12	WYTV	05/04/19	05/05/19	Su 9a-10a	9a-10a		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----1				1	\$30.00	1.20			
N 13	WYTV	05/04/19	05/05/19	33 News Su 6p	Su 6-630p		:30				NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----1				1	\$80.00	5.00			
N 14	WYTV	05/04/19	05/05/19	Sun Hour 1	7p-8p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----1				1	\$175.00	4.50			
N 15	WYTV	05/06/19	05/12/19	33 News M-F 11p	M-F 11p-1135p		:30				NM	5	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/06/19	05/12/19	1112---				5	\$85.00	2.20			
N 16	WYTV	05/05/19	05/05/19	Sun Hour 4	10p-11p		:30				NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/29/19	05/05/19	-----1				1	\$135.00	3.50			
Totals								86.10				37	\$3,185.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/19 -05/05/19	7	\$595.00	(\$89.25)	\$505.75
05/06/19 -05/12/19	30	\$2,590.00	(\$388.50)	\$2,201.50
<b>Totals</b>	<b>37</b>	<b>\$3,185.00</b>	<b>(\$477.75)</b>	<b>\$2,707.25</b>

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

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