

# CONTRACT



**WYTV**  
 2960 North Meridian Street, Suite 250  
 Heather Kiel  
 Indianapolis, IN 46208  
 (330) 782-1144

|  |  |  |                                |
|--|--|--|--------------------------------|
| <u>Contract / Revision</u><br>3752198 /                    |  | <u>Alt Order #</u><br>12122416                         |                                |
| <u>Advertiser</u><br>POL/Michael Rulli/State Senate/OH/Rep |  | <u>Original Date / Revision</u><br>10/21/22 / 10/21/22 |                                |
| <u>Contract Dates</u><br>10/24/22 - 10/30/22               |  | <u>Estimate #</u><br>6811                              |                                |
| <u>Product</u><br>TV                                       |  |  |                                |
| <u>Order Brand</u>   | <u>Billing Cycle</u><br>WEEKLY               | <u>Billing Calendar</u><br>Broadcast                   | <u>Cash/Trade</u><br>Cash      |
| <u>Property</u><br>WYTV                                    | <u>Account Executive</u><br>WKBN Local House | <u>Sales Office</u><br>Youngstown Loc                  |                                |
| <u>Special Handling</u>                                    |  |  |                                |
| <u>Demographic</u><br>Adults 35+                           |  |  |                                |
|  |  |  | <u>Total Ratings</u><br>100.60 |
| <u>Agency Code</u><br>9917037                              | <u>Advertiser Code</u><br>1358               | <u>Product 1/2</u><br>2042                             |                                |
| <u>Agency Ref</u><br>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   |
|-------|------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|----------|
| √ 1   | WYTV | 10/24/22          | 10/30/22        | News M-F 5-6a   | 5a-6a          |      | :30    |                   |             |               | NM   | 2     | \$150.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | MTWTF--         |                |      |        | 2                 | \$75.00     | 1.50          |      |       |          |
| √ 2   | WYTV | 10/24/22          | 10/30/22        | News M-F 6-7a   | 6a-7a          |      | :30    |                   |             |               | NM   | 2     | \$250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | MTWTF--         |                |      |        | 2                 | \$125.00    | 1.80          |      |       |          |
| √ 3   | WYTV | 10/24/22          | 10/30/22        | News M-F 6-7a   | 6a-7a          |      | :30    |                   |             |               | NM   | 4     | \$500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | MTWTF--         |                |      |        | 4                 | \$125.00    | 1.80          |      |       |          |
| √ 4   | WYTV | 10/24/22          | 10/30/22        | GMA             | GMA            |      | :30    |                   |             |               | NM   | 5     | \$625.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | MTWTF--         |                |      |        | 5                 | \$125.00    | 1.80          |      |       |          |
| √ 5   | WYTV | 10/24/22          | 10/30/22        | GMA             | GMA            |      | :30    |                   |             |               | NM   | 5     | \$625.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | MTWTF--         |                |      |        | 5                 | \$125.00    | 1.80          |      |       |          |
| N 6   | WYTV | 10/24/22          | 10/30/22        | GMA Su          | 8a-9a          |      | :30    |                   |             |               | NM   | 1     | \$100.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | -----S          |                |      |        | 1                 | \$100.00    | 1.30          |      |       |          |
| N 7   | WYTV | 10/24/22          | 10/30/22        | Su 9a-10a       | 9a-10a         |      | :30    |                   |             |               | NM   | 1     | \$100.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | -----S          |                |      |        | 1                 | \$100.00    | 1.30          |      |       |          |
| N 8   | WYTV | 10/24/22          | 10/30/22        | The View        | The View       |      | :30    |                   |             |               | NM   | 4     | \$260.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | MTWTF--         |                |      |        | 4                 | \$65.00     | 2.10          |      |       |          |
| N 9   | WYTV | 10/24/22          | 10/30/22        | M-F 12-1p       | 12p-1p         |      | :30    |                   |             |               | NM   | 3     | \$60.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | MTWTF--         |                |      |        | 3                 | \$20.00     | 0.80          |      |       |          |
| N 10  | WYTV | 10/24/22          | 10/30/22        | GMA Day         | M-F 1p-2p      |      | :30    |                   |             |               | NM   | 5     | \$175.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | MTWTF--         |                |      |        | 5                 | \$35.00     | 0.90          |      |       |          |
| N 11  | WYTV | 10/24/22          | 10/30/22        | M-F 530p-6p     | M-F 530p-6p    |      | :30    |                   |             |               | NM   | 4     | \$200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |          |
| Week: |      | 10/24/22          | 10/30/22        | MTWTF--         |                |      |        | 4                 |             |               |      |       |          |

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

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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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| <b>Contract / Revision</b><br>3752198 / | <b>Alt Order #</b><br>12122416 |
|---|--------------------------------|

|  |  |
|--|--|
| <b>Advertiser</b><br>POL/Michael Rulli/State Senate/OH/Rep | <b>Original Date / Revision</b><br>10/21/22 / 10/21/22 |
|--|--|

|  |                      |                           |
|--|----------------------|---------------------------|
| <b>Contract Dates</b><br>10/24/22 - 10/30/22 | <b>Product</b><br>TV | <b>Estimate #</b><br>6811 |
|--|----------------------|---------------------------|

| *Line         | Ch   | Start Date        | End Date        | Description      | Start/End Time   | Days | Length | Spots/Week        | Rate        | Rtn           | Type | Spots  | Amount     |             |
|---------------|------|-------------------|-----------------|------------------|------------------|------|--------|-------------------|-------------|---------------|------|--------|------------|-------------|
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | MTWTF--          |                  |      |        | 4                 | \$50.00     | 0.80          |      |        |            |             |
| √ 12          | WYTV | 10/24/22          | 10/30/22        | 33 News M-F 6p   | M-F 6-630p       |      | :30    |                   |             |               | NM   | 5      | \$1,250.00 |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | MTWTF--          |                  |      |        | 5                 | \$250.00    | 1.50          |      |        |            |             |
| √ 13          | WYTV | 10/24/22          | 10/30/22        | News M-F 7p      | News M-F 7p      |      | :30    |                   |             |               | NM   | 5      | \$1,250.00 |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | MTWTF--          |                  |      |        | 5                 | \$250.00    | 1.60          |      |        |            |             |
| √ 14          | WYTV | 10/24/22          | 10/30/22        | 33 News M-F 11p  | M-F 11p-1135p    |      | :30    |                   |             |               | NM   | 5      | \$1,000.00 |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | MTWTF--          |                  |      |        | 5                 | \$200.00    | 1.50          |      |        |            |             |
| √ 15          | WYTV | 10/24/22          | 10/30/22        | LN Su            | LN Su            |      | :30    |                   |             |               | NM   | 1      | \$150.00   |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | -----S           |                  |      |        | 1                 | \$150.00    | 2.20          |      |        |            |             |
| √ 16          | WYTV | 10/24/22          | 10/30/22        | Jimmy Kimmel     | Jimmy Kimmel     |      | :30    |                   |             |               | NM   | 2      | \$50.00    |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | MTWTF--          |                  |      |        | 2                 | \$25.00     | 0.90          |      |        |            |             |
| √ 17          | WYTV | 10/24/22          | 10/30/22        | Mon Hour 3       | 958p-11p         |      | :30    |                   |             |               | NM   | 1      | \$350.00   |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | M-----           |                  |      |        | 1                 | \$350.00    | 2.80          |      |        |            |             |
| √ 18          | WYTV | 10/24/22          | 10/30/22        | Sun Hour 1       | 7p-8p            |      | :30    |                   |             |               | NM   | 1      | \$350.00   |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | -----S           |                  |      |        | 1                 | \$350.00    | 5.30          |      |        |            |             |
| √ 19          | WYTV | 10/24/22          | 10/30/22        | Sun Hour 4       | 10p-11p          |      | :30    |                   |             |               | NM   | 1      | \$225.00   |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | -----S           |                  |      |        | 1                 | \$225.00    | 2.90          |      |        |            |             |
| √ 20          | WYTV | 10/24/22          | 10/30/22        | College FB/ Late | College FB/ Late |      | :30    |                   |             |               | NM   | 1      | \$300.00   |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | -----S-          |                  |      |        | 1                 | \$300.00    | 4.50          |      |        |            |             |
| N 21          | WYTV | 10/24/22          | 10/30/22        | O.S.U. Football  | O.S.U. Football  |      | :30    |                   |             |               | NM   | 1      | \$3,500.00 |             |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |        |            |             |
| Week:         |      | 10/24/22          | 10/30/22        | -----S-          |                  |      |        | 1                 | \$3,500.00  | 5.20          |      |        |            |             |
| <b>Totals</b> |      |                   |                 |                  |                  |      |        |                   |             |               |      | 100.60 | 59         | \$11,470.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|------------|
| 10/24/22 - 10/30/22 | 59         | \$11,470.00  | (\$1,720.50) | \$9,749.50 |
| <b>Totals</b>       | 59         | \$11,470.00  | (\$1,720.50) | \$9,749.50 |

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

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