

# CONTRACT



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

<u>Contract / Revision</u> 3738327 / 1		<u>Alt Order #</u> 12079925	
<u>Advertiser</u> POL/Michael Rulli/State Senate/OH/Rep		<u>Original Date / Revision</u> 10/18/22 / 10/18/22	
<u>Contract Dates</u> 10/10/22 - 10/23/22		<u>Estimate #</u> 6759	
<u>Product</u> TV			
<u>Order Brand</u>	<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> Youngstown Loc
<u>Special Handling</u>			
<u>Demographic</u> Adults 35+			
		<u>Total Ratings</u> 146 30	
<u>Agcy Code</u> 9917037	<u>Advertiser Code</u> 1358	<u>Product 1/2</u> 2042	
<u>Agency Ref</u> IN9370/IN11002/IN141		<u>Advertiser Ref</u>	

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WYTV	10/10/22	10/23/22	News M-F 6-7a	6a-7a		:30			P2		NM	7	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--				3	\$125.00		1.80			
Week:		10/17/22	10/23/22	MTWTF--				4	\$125.00		1.80			
2	WYTV	10/10/22	10/23/22	GMA	GMA		:30			P3		NM	9	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--				4	\$125.00		1.80			
Week:		10/17/22	10/23/22	MTWTF--				5	\$125.00		1.80			
3	WYTV	10/10/22	10/23/22	GMA	GMA		:30			P3		NM	9	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--				4	\$125.00		1.80			
Week:		10/17/22	10/23/22	MTWTF--				5	\$125.00		1.80			
4	WYTV	10/10/22	10/23/22	GMA Su	8a-9a		:30			P3		NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	-----S				1	\$100.00		1.30			
Week:		10/17/22	10/23/22	-----S				1	\$100.00		1.30			
5	WYTV	10/10/22	10/23/22	Su 9a-10a	9a-10a		:30			P3		NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	-----S				1	\$100.00		1.30			
Week:		10/17/22	10/23/22	-----S				1	\$100.00		1.30			
6	WYTV	10/10/22	10/23/22	The View	The View		:30			P3		NM	8	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--				4	\$65.00		2.10			
Week:		10/17/22	10/23/22	MTWTF--				4	\$65.00		2.10			
7	WYTV	10/10/22	10/23/22	GMA Day	M-F 1p-2p		:30			P3		NM	10	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--				5	\$35.00		0.90			
Week:		10/17/22	10/23/22	MTWTF--				5	\$35.00		0.90			
8	WYTV	10/10/22	10/23/22	M-F 530p-6p	M-F 530p-6p		:30			P3		NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--				2	\$50.00		0.80			
Week:		10/17/22	10/23/22	MTWTF--				4	\$50.00		0.80			

(\* 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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<b>Contract Dates</b> 10/10/22 - 10/23/22	<b>Product</b> TV	<b>Estimate #</b> 6759

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
9	WYTV	10/10/22	10/23/22	33 News M-F 6p	M-F 6-630p		:30			P3		NM	9	\$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:		10/10/22	10/16/22	MTWTF--				4	\$250.00		1.50			
Week:		10/17/22	10/23/22	MTWTF--				5	\$250.00		1.50			
10	WYTV	10/10/22	10/23/22	News M-F 7p	News M-F 7p		:30			P3		NM	9	\$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:		10/10/22	10/16/22	MTWTF--				4	\$250.00		1.60			
Week:		10/17/22	10/23/22	MTWTF--				5	\$250.00		1.60			
11	WYTV	10/10/22	10/23/22	33 News M-F 11p	M-F 11p-1135p		:30			P3		NM	9	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--				4	\$200.00		1.50			
Week:		10/17/22	10/23/22	MTWTF--				5	\$200.00		1.50			
12	WYTV	10/10/22	10/16/22	LN Sa	LN Sa		:30			P3		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:		10/10/22	10/16/22	-----S-				1	\$150.00		1.80			
13	WYTV	10/17/22	10/23/22	LN Su	LN Su		:30			P3		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:		10/17/22	10/23/22	-----S				1	\$150.00		2.20			
14	WYTV	10/17/22	10/23/22	Mon Hour 3	958p-11p		:30			P3		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:		10/17/22	10/23/22	M-----				1	\$350.00		2.80			
15	WYTV	10/17/22	10/23/22	Sun Hour 1	7p-8p		:30			P3		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:		10/17/22	10/23/22	-----S				1	\$350.00		5.30			
16	WYTV	10/17/22	10/23/22	Sun Hour 4	10p-11p		:30			P3		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:		10/17/22	10/23/22	-----S				1	\$225.00		2.90			
17	WYTV	10/17/22	10/23/22	News M-F 5-6a	5a-6a		:30			P3		NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	MTWTF--				1	\$75.00		1.50			
18	WYTV	10/10/22	10/23/22	M-F 12-1p	12p-1p		:30			P4		NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--				2	\$20.00		0.80			
Week:		10/17/22	10/23/22	MTWTF--				3	\$20.00		0.80			
19	WYTV	10/10/22	10/23/22	Jimmy Kimmel	Jimmy Kimmel		:30			P4		NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	MTWTF--				2	\$25.00		0.90			
Week:		10/17/22	10/23/22	MTWTF--				2	\$25.00		0.90			
20	WYTV	10/17/22	10/23/22	O.S.U. Football	O.S.U. Football		:30			P2		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	-----S-				1	\$3,500.00		3.80			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	WYTV	10/17/22-10/23/22	O.S.U. Football	O.S.U. Football	-----Sa--	:30		<del>\$3,500.00</del>	3.80	NM			
				Credited										

Totals 146.30 95 \$12,495.00

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

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