

# CONTRACT



**WDPN-TV**  
**300 East Rock Road**  
**Allentown, PA 18103-7599**  
**(610) 797-4530**

<u>Contract / Revision</u> 49467 /		<u>Alt Order #</u>
<u>Advertiser</u> <b>WinSenate</b>		<u>Original Date / Revision</u> 02/29/24 / 02/29/24
<u>Contract Dates</u> <b>09/17/24 - 09/23/24</b>	<u>Estimate #</u> <b>12894 -WinSenate PA F</b>	
<u>Product</u> <b>795 - Issue</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WDPN-TV</b>	<u>Account Executive</u> Barry Offitzer	<u>Sales Office</u> WDPN ME-TV
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Waterfront Strategies**  
**3050 K Street NW**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WDPN	09/17/24	09/23/24	Mon-Fri	9a-10a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/16/24	09/22/24	- TWTF--				1	\$150.00			
	Week:	09/23/24	09/29/24	M-----				1	\$150.00			
N 2	WDPN	09/17/24	09/23/24	Mon-Fri	10a-11a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/16/24	09/22/24	- TWTF--				1	\$150.00			
	Week:	09/23/24	09/29/24	M-----				1	\$150.00			
N 3	WDPN	09/17/24	09/23/24	News Sponsorship	12:45p		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/16/24	09/22/24	- TWTF--				2	\$150.00			
	Week:	09/23/24	09/29/24	-----				0	\$150.00			
N 4	WDPN	09/17/24	09/23/24	News Sponsorship	2:45p		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/16/24	09/22/24	- TWTF--				2	\$150.00			
	Week:	09/23/24	09/29/24	-----				0	\$150.00			
N 5	WDPN	09/17/24	09/23/24	News Sponsorship	4:45p		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/16/24	09/22/24	- TWTF--				2	\$150.00			
	Week:	09/23/24	09/29/24	-----				0	\$150.00			
N 6	WDPN	09/17/24	09/23/24	Mon-Fri 6p-6:30p	6p-6:30p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/16/24	09/22/24	- TWTF--				2	\$400.00			
	Week:	09/23/24	09/29/24	-----				0	\$400.00			
N 7	WDPN	09/17/24	09/23/24	Mon-Fri 6:30p-7p	6:30p-7p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/16/24	09/22/24	- TWTF--				1	\$400.00			
	Week:	09/23/24	09/29/24	M-----				1	\$400.00			
N 8	WDPN	09/17/24	09/23/24	Mon-Fri	7p-7:30p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/16/24	09/22/24	- TWTF--				1	\$400.00			
	Week:	09/23/24	09/29/24	M-----				1	\$400.00			

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

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<u>Contract Dates</u> <b>09/17/24 - 09/23/24</b>	<u>Product</u> 795 - Issue	<u>Estimate #</u> <b>12894 -WinSenate PA Fall</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WDPN	09/17/24	09/23/24	Mon-Fri	7:30p-8p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-TWTF--				1	\$400.00			
Week:		09/23/24	09/29/24	M-----				1	\$400.00			
N 10	WDPN	09/17/24	09/23/24	M-F 8p-830p	8p-830p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-TWTF--				2	\$350.00			
Week:		09/23/24	09/29/24	M-----				1	\$350.00			
N 11	WDPN	09/17/24	09/23/24	M-F 830p-9p	830p-9p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-TWTF--				2	\$350.00			
Week:		09/23/24	09/29/24	M-----				1	\$350.00			
N 12	WDPN	09/17/24	09/23/24	M-F 9p-930p	9p-930p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-TWTF--				2	\$350.00			
Week:		09/23/24	09/29/24	-----				0	\$350.00			
N 13	WDPN	09/17/24	09/23/24	M-F 930p-10p	930p-10p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-TWTF--				1	\$350.00			
Week:		09/23/24	09/29/24	M-----				1	\$350.00			
N 14	WDPN	09/17/24	09/23/24	M-F 10p-1030p	10p-1030p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-TWTF--				2	\$350.00			
Week:		09/23/24	09/29/24	M-----				1	\$350.00			
N 15	WDPN	09/17/24	09/23/24	M-F 1030p-11p	1030p-11p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-TWTF--				2	\$350.00			
Week:		09/23/24	09/29/24	M-----				1	\$350.00			
N 16	WDPN	09/17/24	09/23/24	Mon-Fri 11p-11:30p	11p-11:30p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-TWTF--				1	\$200.00			
Week:		09/23/24	09/29/24	M-----				1	\$200.00			
N 17	WDPN	09/17/24	09/23/24	Mon-Fri 11:30p-12:30a	11:30p-12:30a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-TWTF--				2	\$150.00			
Week:		09/23/24	09/29/24	-----				0	\$150.00			
N 18	WDPN	09/17/24	09/23/24	Mon-Fri 12:30a-1a	12:30a-1a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-TWTF--				1	\$150.00			
Week:		09/23/24	09/29/24	M-----				1	\$150.00			
N 19	WDPN	09/22/24	09/22/24	Sun 7:30p-8p	7:30p-8p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	-----S				1	\$400.00			
<b>Totals</b>											<b>41</b>	<b>\$11,700.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/26/24 -09/23/24	41	\$11,700.00	(\$1,755.00)	\$9,945.00
<b>Totals</b>	<b>41</b>	<b>\$11,700.00</b>	<b>(\$1,755.00)</b>	<b>\$9,945.00</b>

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

**Printed Name:** \_\_\_\_\_

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