

# CONTRACT



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

<u>Contract / Revision</u> 49472 /		<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>10/22/24 - 10/28/24</b>	<u>Estimate #</u> <b>12899 -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	10/22/24	10/28/24	M-F 830am-9am	830am-9am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	- TWTF--				1	\$150.00			
	Week:	10/28/24	11/03/24	M-----				1	\$150.00			
N 2	WDPN	10/22/24	10/28/24	Mon-Fri	9a-10a		:30			NM	4	\$600.00
	Week:	10/21/24	10/27/24	- TWTF--				3	\$150.00			
	Week:	10/28/24	11/03/24	M-----				1	\$150.00			
N 3	WDPN	10/22/24	10/28/24	Mon-Fri	10a-11a		:30			NM	4	\$600.00
	Week:	10/21/24	10/27/24	- TWTF--				3	\$150.00			
	Week:	10/28/24	11/03/24	M-----				1	\$150.00			
N 4	WDPN	10/22/24	10/28/24	News Sponsorship	12:45p		:30			NM	2	\$300.00
	Week:	10/21/24	10/27/24	- TWTF--				1	\$150.00			
	Week:	10/28/24	11/03/24	M-----				1	\$150.00			
N 5	WDPN	10/22/24	10/28/24	News Sponsorship	2:45p		:30			NM	2	\$300.00
	Week:	10/21/24	10/27/24	- TWTF--				1	\$150.00			
	Week:	10/28/24	11/03/24	M-----				1	\$150.00			
N 6	WDPN	10/22/24	10/28/24	Mon-Fri 3p-3:30p	3p-3:30p		:30			NM	4	\$600.00
	Week:	10/21/24	10/27/24	- TWTF--				3	\$150.00			
	Week:	10/28/24	11/03/24	M-----				1	\$150.00			
N 7	WDPN	10/22/24	10/28/24	Mon-Fri 3:30p-4p	3:30p-4p		:30			NM	4	\$600.00
	Week:	10/21/24	10/27/24	- TWTF--				3	\$150.00			
	Week:	10/28/24	11/03/24	M-----				1	\$150.00			
N 8	WDPN	10/22/24	10/28/24	Mon-Fri	4p-5p		:30			NM	4	\$800.00
	Week:	10/21/24	10/27/24	- TWTF--				3	\$200.00			
	Week:	10/28/24	11/03/24	M-----				1	\$200.00			

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

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49472 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
WinSenate	02/29/24 / 02/29/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/24 - 10/28/24	795 - Issue	12899 -WinSenate PA Fall

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WDPN	10/22/24	10/28/24	News Sponsorship	4:45p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				2	\$150.00			
	Week:	10/28/24	11/03/24	M-----				1	\$150.00			
N 10	WDPN	10/22/24	10/28/24	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:	10/21/24	10/27/24	-TWTF--				1	\$400.00			
	Week:	10/28/24	11/03/24	M-----				1	\$400.00			
N 11	WDPN	10/22/24	10/28/24	Mon-Fri 6:30p-7p	6:30p-7p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				3	\$400.00			
	Week:	10/28/24	11/03/24	M-----				1	\$400.00			
N 12	WDPN	10/22/24	10/28/24	Mon-Fri 7p-7:30p	7p-7:30p		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				4	\$400.00			
	Week:	10/28/24	11/03/24	M-----				1	\$400.00			
N 13	WDPN	10/22/24	10/28/24	Mon-Fri 7:30p-8p	7:30p-8p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				3	\$400.00			
	Week:	10/28/24	11/03/24	M-----				1	\$400.00			
N 14	WDPN	10/22/24	10/28/24	M-F 8p-830p	8p-830p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				3	\$350.00			
	Week:	10/28/24	11/03/24	M-----				1	\$350.00			
N 15	WDPN	10/22/24	10/28/24	M-F 830p-9p	830p-9p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				3	\$350.00			
	Week:	10/28/24	11/03/24	M-----				1	\$350.00			
N 16	WDPN	10/22/24	10/28/24	M-F 9p-930p	9p-930p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				3	\$350.00			
	Week:	10/28/24	11/03/24	M-----				1	\$350.00			
N 17	WDPN	10/22/24	10/28/24	M-F 930p-10p	930p-10p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				3	\$350.00			
	Week:	10/28/24	11/03/24	M-----				1	\$350.00			
N 18	WDPN	10/22/24	10/28/24	M-F 10p-1030p	10p-1030p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				4	\$350.00			
	Week:	10/28/24	11/03/24	M-----				1	\$350.00			
N 19	WDPN	10/22/24	10/28/24	M-F 1030p-11p	1030p-11p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				4	\$350.00			
	Week:	10/28/24	11/03/24	M-----				1	\$350.00			
N 20	WDPN	10/22/24	10/28/24	Mon-Fri 11p-11:30p	11p-11:30p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/24	10/27/24	-TWTF--				4	\$200.00			
	Week:	10/28/24	11/03/24	M-----				1	\$200.00			
N 21	WDPN	10/22/24	10/28/24	Mon-Fri 11:30p-12:30a	11:30p-12:30a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/24	10/27/24	- TWTF - -				4	\$150.00			
Week:		10/28/24	11/03/24	M - - - - -				1	\$150.00			
N 22	WDPN	10/22/24	10/28/24	Mon-Fri 12:30a-1a	12:30a-1a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/24	10/27/24	- TWTF - -				4	\$150.00			
Week:		10/28/24	11/03/24	M - - - - -				1	\$150.00			
N 23	WDPN	10/22/24	10/28/24	Mon-Fri 1a-1:30a	1a-1:30a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/24	10/27/24	- TWTF - -				4	\$150.00			
Week:		10/28/24	11/03/24	M - - - - -				1	\$150.00			
N 24	WDPN	10/27/24	10/27/24	Sun 7p-7:30p	7p-7:30p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/24	10/27/24	- - - - - S				1	\$400.00			
N 25	WDPN	10/27/24	10/27/24	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:		10/21/24	10/27/24	- - - - - S				1	\$400.00			
N 26	WDPN	10/22/24	10/28/24	Mon-Fri 1:30a-2a	1:30a-2a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/24	10/27/24	- TWTF - -				2	\$150.00			
Week:		10/28/24	11/03/24	M - - - - -				1	\$150.00			
<b>Totals</b>											<b>95</b>	<b>\$24,150.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/24 - 10/27/24	71	\$18,250.00	(\$2,737.50)	\$15,512.50
10/28/24 - 10/28/24	24	\$5,900.00	(\$885.00)	\$5,015.00
<b>Totals</b>	<b>95</b>	<b>\$24,150.00</b>	<b>(\$3,622.50)</b>	<b>\$20,527.50</b>

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

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

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