

# CONTRACT



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

<u>Contract / Revision</u> 49466 /		<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>09/10/24 - 09/16/24</b>	<u>Estimate #</u> <b>12893 -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	09/10/24	09/16/24	Mon-Fri	9a-10a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/09/24	09/15/24	-TWTF--				2	\$150.00			
	Week:	09/16/24	09/22/24	M-----				1	\$150.00			
N 2	WDPN	09/10/24	09/16/24	Mon-Fri	10a-11a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/09/24	09/15/24	-TWTF--				2	\$150.00			
	Week:	09/16/24	09/22/24	M-----				1	\$150.00			
N 3	WDPN	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				2	\$150.00			
	Week:	09/16/24	09/22/24	-----				0	\$150.00			
N 4	WDPN	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				2	\$150.00			
	Week:	09/16/24	09/22/24	-----				0	\$150.00			
N 5	WDPN	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				1	\$150.00			
	Week:	09/16/24	09/22/24	M-----				1	\$150.00			
N 6	WDPN	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				1	\$400.00			
	Week:	09/16/24	09/22/24	M-----				1	\$400.00			
N 7	WDPN	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				1	\$400.00			
	Week:	09/16/24	09/22/24	M-----				1	\$400.00			
N 8	WDPN	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				2	\$350.00			
	Week:	09/16/24	09/22/24	M-----				1	\$350.00			

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

\*In accordance with FCC rules, this station may not be used by an advertiser in a way that purposely uses the station in a manner to discriminate on the basis of race or ethnicity and that any contract entered into with an advertiser whose intent is to use the station to unlawfully discriminate shall be null and void.

\*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.



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

<u>Contract / Revision</u> 49466 /		<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>09/10/24 - 09/16/24</b>	<u>Product</u> 795 - Issue	<u>Estimate #</u> <b>12893 -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	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				2	\$350.00			
	Week:	09/16/24	09/22/24	M-----				1	\$350.00			
N 10	WDPN	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				2	\$350.00			
	Week:	09/16/24	09/22/24	M-----				1	\$350.00			
N 11	WDPN	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				2	\$350.00			
	Week:	09/16/24	09/22/24	M-----				1	\$350.00			
N 12	WDPN	09/10/24	09/16/24	Mon-Fri 11p-11:30p	11p-11:30p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/09/24	09/15/24	-TWTF--				1	\$200.00			
	Week:	09/16/24	09/22/24	-----				0	\$200.00			
N 13	WDPN	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				1	\$150.00			
	Week:	09/16/24	09/22/24	M-----				1	\$150.00			
N 14	WDPN	09/10/24	09/16/24	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:	09/09/24	09/15/24	-TWTF--				1	\$150.00			
	Week:	09/16/24	09/22/24	M-----				1	\$150.00			
N 15	WDPN	09/15/24	09/15/24	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:	09/09/24	09/15/24	-----S				1	\$400.00			
<b>Totals</b>											<b>34</b>	<b>\$8,800.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/26/24 - 09/16/24	34	\$8,800.00	(\$1,320.00)	\$7,480.00
<b>Totals</b>	<b>34</b>	<b>\$8,800.00</b>	<b>(\$1,320.00)</b>	<b>\$7,480.00</b>

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

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

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

\*In accordance with FCC rules, this station may not be used by an advertiser in a way that purposely uses the station in a manner to discriminate on the basis of race or ethnicity and that any contract entered into with an advertiser whose intent is to use the station to unlawfully discriminate shall be null and void.

\*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.