

CONTRACT



KIRO-TV
KIRO-TV, Inc.
PO Box 809148
Chicago, IL 60680-9148
(404) 496-7531

<u>Contract / Revision</u> 1132759 /		<u>Alt Order #</u> 10777419
<u>Advertiser</u> ISS/COAL FOR PRAGMATIC LEAD PAC-A		<u>Original Date / Revision</u> 04/30/24 / 04/30/24
<u>Contract Dates</u> 05/01/24 - 05/07/24	<u>Estimate #</u> 501507	
<u>Product</u> PRAGMATIC LEADERSHIP		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KIRO-TV	<u>Account Executive</u> Washington DC CoxF	<u>Sales Office</u> CoxReps Washi
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u> P00097562	<u>Advertiser Ref</u> P00097561-A	

And:

Polaris
1802 Vernon St NW
Washington, DC 20009

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KIRO	05/02/24	05/03/24	Price is Right	10:00 AM-11:00 AM		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				2	\$2,000.00			
N 2	KIRO	05/02/24	05/03/24	M-F 12p News	12:00 PM-1:00 PM		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				2	\$950.00			
N 3	KIRO	05/01/24	05/03/24	M-F 4p-5p News	4:00 PM-4:30 PM		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$950.00			
N 4	KIRO	05/01/24	05/03/24	M-F 4p-5p News	4:30 PM-5:00 PM		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$950.00			
N 5	KIRO	05/01/24	05/03/24	M-F 5p Local News	5:00 PM-5:30 PM		:30			NM	2	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$1,950.00			
N 6	KIRO	05/01/24	05/03/24	M-F 530p Local News	5:30 PM-6:00 PM		:30			NM	2	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$1,950.00			
N 7	KIRO	05/01/24	05/04/24	M-F 6p News	6:00 PM-6:30 PM		:30			NM	2	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$1,950.00			
N 8	KIRO	05/01/24	05/01/24	CBS Evening News	6:30 PM-7:00 PM		:30			NM	1	\$2,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--W----				1	\$2,950.00			
N 9	KIRO	05/01/24	05/03/24	M-F 7p News	7:00 PM-7:30 PM		:30			NM	2	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$1,950.00			
N 10	KIRO	05/04/24	05/04/24	Sa 5p News	5:00 PM-5:30 PM		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$1,950.00			

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

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

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<u>Contract / Revision</u>	<u>Alt Order #</u>
1132759 /	10777419

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/COAL FOR PRAGMATIC LEAD PAC-A	04/30/24 / 04/30/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/01/24 - 05/07/24	PRAGMATIC LEADERS	501507

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----1-				1	\$1,950.00			
N 11	KIRO	05/04/24	05/04/24	Sa 6p News	6:00 PM-6:30 PM		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----1-				1	\$1,950.00			
N 12	KIRO	05/04/24	05/04/24	CBS Evening News Sa	6:30 PM-7:00 PM		:30			NM	1	\$2,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----1-				1	\$2,950.00			
N 13	KIRO	05/04/24	05/04/24	Sa 7p News	7:00 PM-7:30 PM		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----1-				1	\$1,950.00			
N 14	KIRO	05/05/24	05/05/24	SaSu 4p-5p News LOCNW	4:00 PM-4:30 PM		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----1				1	\$950.00			
N 15	KIRO	05/05/24	05/05/24	Su 5p News	5:00 PM-5:30 PM		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----1				1	\$1,950.00			
N 16	KIRO	05/05/24	05/05/24	CBS EVENING NEW	5:58 PM-6:00 PM		:30			NM	1	\$2,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----1				1	\$2,950.00			
N 17	KIRO	05/01/24	05/03/24	M-F 430a News	4:30 AM-4:59 AM		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$250.00			
N 18	KIRO	05/01/24	05/03/24	M-F 5a News	5:00 AM-5:29 AM		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$550.00			
N 19	KIRO	05/01/24	05/04/24	M-F 5a News	5:30 AM-5:59 AM		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$550.00			
N 20	KIRO	05/01/24	05/03/24	M-F 6a News	6:00 AM-6:30 AM		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$950.00			
N 21	KIRO	05/01/24	05/03/24	M-F 6a News	6:30 AM-7:00 AM		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$950.00			
N 22	KIRO	05/01/24	05/03/24	CBS This Morning	7:00 AM-7:30 AM		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$950.00			
N 23	KIRO	05/01/24	05/03/24	CBS This Morning	7:30 AM-8:00 AM		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$950.00			
N 24	KIRO	05/01/24	05/03/24	CBS This Morning	8:00 AM-8:30 AM		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$950.00			
N 25	KIRO	05/01/24	05/04/24	CBS This Morning	8:28 AM-9:00 AM		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$950.00			

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05/01/24 - 05/07/24	PRAGMATIC LEADERS	501507

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 26	KIRO	05/04/24	05/04/24	CBS This Morning Sa	5:00 AM-5:30 AM		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----1-				1	\$450.00			
N 27	KIRO	05/04/24	05/04/24	CBS This Morning Sa	5:30 AM-6:00 AM		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----1-				1	\$450.00			
N 28	KIRO	05/04/24	05/04/24	CBS This Morning Sa	6:00 AM-6:30 AM		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----1-				1	\$450.00			
N 29	KIRO	05/02/24	05/03/24	Let's Make a Deal	9:00 AM-10:00 AM		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				2	\$1,500.00			
N 30	KIRO	05/02/24	05/04/24	Price is Right	10:00 AM-11:00 AM		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				2	\$2,000.00			
N 31	KIRO	05/02/24	05/03/24	Young/Restless	11:00 AM-12:00 PM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				1	\$1,000.00			
N 32	KIRO	05/02/24	05/04/24	M-F 12p News	12:00 PM-12:30 PM		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				1	\$950.00			
N 33	KIRO	05/02/24	05/03/24	M-F 12p News	12:30 PM-1:00 PM		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				2	\$950.00			
N 34	KIRO	05/02/24	05/03/24	The Talk	1:00 PM-2:00 PM		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				2	\$600.00			
N 35	KIRO	05/02/24	05/03/24	Bold/Beautiful	1:58 PM-2:30 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				1	\$600.00			
N 36	KIRO	05/02/24	05/03/24	M-F 230p-3p	2:30 PM-3:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				1	\$600.00			
N 37	KIRO	05/01/24	05/04/24	M-F 3p-4p	3:00 PM-4:00 PM		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				2	\$600.00			
N 38	KIRO	05/02/24	05/03/24	CBS Evening News	6:28 PM-7:00 PM		:30			NM	2	\$5,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	---TF--				2	\$2,950.00			
N 39	KIRO	05/01/24	05/03/24	M-F 11p News	11:00 PM-11:35 PM		:30			NM	3	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				3	\$1,950.00			
N 40	KIRO	05/01/24	05/04/24	Stephen Colbert	11:35 PM-12:35 XM		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/01/24	05/07/24	--WTF--				3	\$1,500.00			
Totals											67	\$89,050.00

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05/01/24 - 05/07/24	PRAGMATIC LEADERS	501507

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 -05/05/24	67	\$89,050.00	(\$13,357.50)	\$75,692.50
Totals	67	\$89,050.00	(\$13,357.50)	\$75,692.50

Signature: _____ **Date:** _____

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