## CONTRACT



And:

**Polaris** 1802 Vernon St NW Washington, DC 20009

	Contract / Revision		Alt Order #
	1132759 /		10777419
Advertiser		Or	iginal Date / Revision
ISS/COAL FOR PRAGMAT	TIC LEAD PAC-A	C	04/30/24 / 04/30/24
Contract Dates	Estimate #		
05/01/24 - 05/07/24	501507		
Product			
PRAGMATIC LEADERSHI	P		

Billing Cycle EOM/EOC	Billing Cale Broadcast	endar	<u>Cash/Trade</u> Cash
<u>Property</u>	Account Ex	xecutive	Sales Office
KIRO-TV	Washingto	n DC CoxF	CoxReps Washi
Special Handl	ing		
Demographic			
Adults 35+			
Agy Code	Advertiser	<u>Code</u>	Product 1/2
Agency Ref		Advertiser	Ref
P00097562		P0009756	1-A

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

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

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Contract / Revision Alt Order # 1132759 / 10777419

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

**Contract Dates Product** Estimate # 05/01/24 - 05/07/24 PRAGMATIC LEADERS 501507

Start   End   Date   End   Date   Description   Spots   Start   End   Date   Spots   Start						
Signt Date   End Date   Week days   Spots   Week days   Spots   Spot	*Line Ch Start Data End Data Description	Start/End	Spots/	Poto Typo	Snoto	Amount
N 11 KIRO 050424			Days Length Week	Rate Type	Spois	Amount
Siart Date   End Date   Weekdays   SolstWeek   St.						
N 12 KIRO 05/05/42	N 11 KIRO 05/04/24 05/04/24 Sa 6p News	6:00 PM-6:30 PM	:30	NM	1	\$1,950.00
N 12 KIRO 05/04/24						
Start Date   Start Date   Weekdays   Spots/Week   Spots   Sp			00	NIM .		<b>#0.050.00</b>
N 13 KIRO   05/05/24   05/05/24   05/05/24   Sa 7p News   7.00 PM-7:30 PM   3.0 NM   1   \$1,950.00			:30	NM	1	\$2,950.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   Spots/Wee						
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	· ·		:30	NM	1	\$1,950.00
N						
N 15 KIRO 05/05/24   05/05/24   CBS DVENTON   Spots/Week   Spots/Wee			.20	NIM	1	<b>\$050.00</b>
N   15 KIRO   05/05/24   05/05/			.30	INIVI	ı	φ950.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week						
N			:30	NM	1	\$1,950.00
N 16 KIRO 05/05/24						
N   17   KIRO   05/01/24   05/05/24   05/0			-30	MA	1	\$2.050.00
N   19   KIRO   05/01/24   05/03/24   M-F 430a News   4:30 AM-4:59 AM   3:30   NM   2   \$500.00			.50	INIVI	'	φ2,930.00
Start Date   End Date   Weekdays   Spots/Week   S250.00   Start Date   End Date   Weekdays   Spots/Week   S500.00   Start Date   End Date   Weekdays   Spots/Week   S500.00   Start Date   End Date   Spots/Week		\$2,950.00				
N			:30	NM	2	\$500.00
N						
Start Date   Week   O5/01/24   O5/07/24		·	·30	NIM	2	\$1 100 00
Week: 05/01/24   05/07/24  WTF   2   \$550.00     NI			.00	INIVI		φ1,100.00
Start Date   Week: 05/01/24   D5/03/24   M-F 6a News   G:00 AM-6:30 AM   G:00 AM-6		\$550.00				
N 20 KIRO 05/01/24   05/03/24   M-F 6a News   Spots/Week   Rate   Spots/Week   Sp			:30	NM	2	\$1,100.00
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						
Start Date   Week: 05/01/24   End Date   O5/07/24   CBS This Morning   Weekdays   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots/W		•	·30	NM	2	\$1,900,00
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	Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	TAIVI	_	ψ1,000.00
Start Date Week: 05/01/24         End Date 05/07/24         Weekdays -wTF         Spots/Week \$950.00         Rate \$950.00           N 22 KIRO 05/01/24 05/03/24 CBS This Morning Start Date Week: 05/01/24         End Date 05/07/24         Weekdays Spots/Week Week Rate 05/07/24         Rate \$950.00           N 23 KIRO 05/01/24 05/03/24 CBS This Morning Start Date Week: 05/01/24         End Date 05/05/24         Weekdays Spots/Week Rate 05/07/24         Rate 8950.00           N 24 KIRO 05/01/24 05/03/24 CBS This Morning Start Date Week: 05/01/24 05/03/24         CBS This Morning Stort Morning Stort Morning Start Date Weekdays Spots/Week Rate 05/01/24         Rate 05/01/24 05/03/24         Weekdays Spots/Week Spots/Week Rate 05/01/24         Rate 05/01/24 05/01/24         Weekdays Spots/Week Spots/Week Spots/Week Spots/Week Rate 05/01/24         Rate 05/01/24 05/04/24         CBS This Morning Stort Morning Stort Morning Stort Date End Date Weekdays Spots/Week Rate Stort Morning Stort Date End Date Weekdays Spots/Week Rate         Rate Stort Date End Date Weekdays Spots/Week Rate	Week: 05/01/24 05/07/24WTF 2	\$950.00				
Week: 05/01/24         05/07/24        wtf         2         \$950.00           N 22 KIRO 05/01/24 05/03/24 CBS This Morning Start Date Week: 05/01/24 05/07/24         End Date O5/07/24 CBS This Morning Spots/Week Spots/W			:30	NM	2	\$1,900.00
N 22 KIRO 05/01/24 05/03/24 CBS This Morning Start Date Weekdays Spots/Week       T:00 AM-7:30 AM       :30       NM       2 \$1,900.00         N 23 KIRO 05/01/24 05/03/24 CBS This Morning Weekdays Start Date Week: 05/01/24 05/03/24 CBS This Morning Weekdays Spots/Week Week: 05/01/24 05/07/24WTF       7:30 AM-8:00 AM       :30       NM       2 \$1,900.00         N 24 KIRO 05/01/24 05/03/24 CBS This Morning Weekdays Start Date Week: 05/01/24 05/03/24 CBS This Morning Start Date Week 05/01/24 05/07/24WTF       8:00 AM-8:30 AM       :30       NM       2 \$1,900.00         N 25 KIRO 05/01/24 05/04/24 CBS This Morning Start Date End Date Weekdays Spots/Week       8:28 AM-9:00 AM       :30       NM       2 \$1,900.00         N 25 KIRO 05/01/24 05/04/24 CBS This Morning Start Date End Date Weekdays Spots/Week       Rate Spots/Week       Ra						
Start Date   End Date   Weekdays   Spots/Week   \$950.00     N 23   KIRO   05/01/24   05/03/24   CBS This Morning   7:30 AM-8:00 AM   :30		· · · · · · · · · · · · · · · · · · ·	:30	NM	2	\$1 900 00
N 23 KIRO 05/01/24 05/03/24 CBS This Morning Start Date Weekdays Spots/Week       CBS This Morning Properties (Start Date Weekdays Spots/Week Properties)       Rate Spots/Week Properties (Start Date Weekdays Spots/Week Properties)       Start Date Weekdays Spots/Week Properties (Start Date Weekdays Spots/Week Properties)       Rate Spots/Week Properties (Start Date Weekdays Spots/Week Properties)       Rate Spots/Week Properties (Start Date Start Date End Date Weekdays Spots/Week Properties)       Rate Spots/Week Properties (Start Date End Date Weekdays Spots/Week Properties)       Rate Spots/Week Properties (Start Date End Date Weekdays Spots/Week Properties)       Rate Representation (Start Date End Date Weekdays Spots/Week Properties)       Rate Representation (Start Date End Date Weekdays Spots/Week Properties)	Start Date		.00		_	ψ1,000.00
Start Date   Week: 05/01/24   D5/07/24   U5/07/24   U		·				
Week: 05/01/24       05/07/24      wtf       2       \$950.00         N 24 KIRO 05/01/24 05/03/24 CBS This Morning Start Date Weekdays O5/01/24 05/07/24       8:00 AM-8:30 AM Start Date Rate Start Date Start Date Start Date End Date Weekdays Spots/Week Pate Start Date End Date Weekdays Spots/Week Rate       30       NM 2       \$1,900.00         N 25 KIRO 05/01/24 05/04/24 CBS This Morning Start Date End Date Weekdays Spots/Week Rate       8:28 AM-9:00 AM Start Date End Date Weekdays Spots/Week Rate       30       NM 2       \$1,900.00			:30	NM	2	\$1,900.00
N       24       KIRO       05/01/24       05/03/24       CBS This Morning       8:00 AM-8:30 AM       :30       NM       2       \$1,900.00         Start Date Week:       05/01/24       End Date O5/07/24       Weekdays       Spots/Week Spots/Week Spots/Week       Rate Spots/Week Spots/Week Rate       Section AM-8:30 AM       :30       NM       2       \$1,900.00         N       25       KIRO       05/01/24       05/04/24       CBS This Morning Spots/Week Rate       8:28 AM-9:00 AM       :30       NM       2       \$1,900.00						
Start Date   End Date   Weekdays   Spots/Week   Rate			:30	NM	2	\$1,900.00
N 25 KIRO 05/01/24 05/04/24 CBS This Morning 8:28 AM-9:00 AM :30 NM 2 \$1,900.00	Start Date	<u>Rate</u>				, , ,-
<u>Start Date                                      </u>						
			:30	NM	2	\$1,900.00

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Contract / Revision Alt Order # 1132759 / 10777419

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

**Contract Dates Product** Estimate # 05/01/24 - 05/07/24 PRAGMATIC LEADERS 501507

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

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| Contract / Revision | Alt Order # | 1132759 / | 10777419

Advertiser Original Date / Revision

ISS/COAL FOR PRAGMATIC LEAD PAC-A

O4/30/24 / 04/30/24

 Contract Dates
 Product
 Estimate #

 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:	

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

( Line Halfsactions. N – New, E – Edited)

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