

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.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



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

<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			

(* 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.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



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>Product</u> PRAGMATIC LEADERS	<u>Estimate #</u> 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

(* 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.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



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

<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

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)

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.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!