



125 West 55th St  
New York, NY 10019

|   |   |   |
|---|---|---|
| <b>Contract #</b> 28345596  | <b>Changes as of:</b> 1/9/2024 at 12:20 PM      | <b>Version:</b> Original Order                |
| <b>CPE:</b> 165/352/957   | <b>Flight:</b> 1/10/24 - 1/15/24                | <b>Station:</b> KWWL                          |
| <b>Agency:</b> DIGITAL MEDIA<br>PLACEMENT<br>SERVICES<br>530-B Hackle Road<br>Suite 100<br>Santa Fe, NM 87505 | <b>Advertiser:</b> FIGHT RIGHT                  | <b>Market:</b> Cedar Rapids                   |
|   | <b>Product:</b> Primary                         | <b>Office:</b> WASHINGTON                     |
|   | <b>Agency Order #:</b> 13126533                 | <b>Service:</b> Nielsen                       |
|   | <b>Buyer:</b> Smith, Chad                       | <b>Primary Demo:</b>                          |
|   | <b>Salesperson:</b> BILL THOMAS<br>202-872-5880 | <b>Assistant:</b> BILL THOMAS<br>202-872-5880 |
|   | <b>Separation:</b>                              |   |
|   |   | <b>Con Type:</b> POLITICAL/VOTE               |
|   |   | <b>Total \$:</b> \$59,700.00                  |
|   |   | <b>Total Spots:</b> 4                         |
|   |   | <b>Total CPP:</b> \$0.00                      |
|   |   | <b>Total GRP:</b>                             |
|   |   | <b>Traffic #:</b> 56495                       |

| #              | Day/Time           | DP | Program                 | Rate        | Len | 1/10 - 1/15 |          |          |          |          |          | Total Spots | Total \$           | CPP*          | GRP*       |
|----------------|--------------------|----|-------------------------|-------------|-----|-------------|----------|----------|----------|----------|----------|-------------|--------------------|---------------|------------|
|                |                    |    |                         |             |     | 1/10        | 1/11     | 1/12     | 1/13     | 1/14     | 1/15     |             |                    |               |            |
| 1              | W-F,M-Tu<br>5a-6a  |    | KWWL Today in Iowa at 5 | \$600.00    | 30  | 1           | 0        | 1        | 0        | 0        | 0        | 2           | \$1,200.00         | \$0.00        | 0.0        |
| 2              | Sa<br>3:35p-7p     |    | NFL Wildcard Day-NBC    | \$27,000.00 | 30  | 0           | 0        | 0        | 1        | 0        | 0        | 1           | \$27,000.00        | \$0.00        | 0.0        |
| 3              | Su<br>7:15p-10:30p |    | NFL Wildcard Prime-NBC  | \$31,500.00 | 30  | 0           | 0        | 0        | 0        | 1        | 0        | 1           | \$31,500.00        | \$0.00        | 0.0        |
| <b>TOTALS:</b> |                    |    |                         |             |     | <b>1</b>    | <b>0</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>0</b> | <b>4</b>    | <b>\$59,700.00</b> | <b>\$0.00</b> | <b>0.0</b> |



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| <b>CPE:</b> 165/352/957                               | <b>Flight:</b> 1/10/24 - 1/15/24                | <b>Station:</b> KWWL                          | <b>Con Type:</b> POLITICAL/VOTE |
| <b>Agency:</b> DIGITAL MEDIA<br>PLACEMENT<br>SERVICES | <b>Advertiser:</b> FIGHT RIGHT                  | <b>Market:</b> Cedar Rapids                   | <b>Total \$:</b> \$59,700.00    |
| 530-B Hackle Road                                     | <b>Product:</b> Primary                         | <b>Office:</b> WASHINGTON                     | <b>Total Spots:</b> 4           |
| Suite 100   | <b>Agency Order #:</b> 13126533                 | <b>Service:</b> Nielsen                       | <b>Total CPP:</b> \$0.00        |
| Santa Fe, NM 87505                                    | <b>Buyer:</b> Smith, Chad                       | <b>Primary Demo:</b>                          | <b>Total GRP:</b>               |
|   | <b>Salesperson:</b> BILL THOMAS<br>202-872-5880 | <b>Assistant:</b> BILL THOMAS<br>202-872-5880 | <b>Traffic #:</b> 56495         |
|   | <b>Separation:</b>                              |   |                                 |

|                             |  |
|-----------------------------|--|
| <b>Special Instructions</b> |  |
|-----------------------------|--|

| Competitive Information |                     |
|-------------------------|---------------------|
| <b>Market Budget:</b>   | \$59,700            |
| <b>KWWL Share:</b>      | 100%                |
| <b>Comment:</b>         |                     |
|                         | Competitive Unknown |

| Daypart Summary |             |          |                    |            |            |
|-----------------|-------------|----------|--------------------|------------|------------|
| Day/Time        | % Distrib   | Spots    | Dollars            | CPP        | GRP        |
|                 | 100%        | 4        | \$59,700.00        | N/A        | 0.0        |
| <b>Total</b>    | <b>100%</b> | <b>4</b> | <b>\$59,700.00</b> | <b>N/A</b> | <b>0.0</b> |

| Monthly Summary |          |                    |
|-----------------|----------|--------------------|
| Month           | Spots    | Dollars            |
| 2024-Jan        | 4        | \$59,700.00        |
| <b>Total</b>    | <b>4</b> | <b>\$59,700.00</b> |

| Transaction History               |                  |             |        |       |       |             |             |         |
|-----------------------------------|------------------|-------------|--------|-------|-------|-------------|-------------|---------|
| Trans                             | Created/Received | Created by  | Status | Spot+ | Spot- | \$ Chg      | Contract \$ | Comment |
| Queued for Electronic Contracting | 1/9/24 1:26 PM   |             |        |       |       | \$0         | \$0         |         |
| New                               | 1/9/24 12:20 PM  | BILL THOMAS | New    | 4     |       | \$59,700.00 | \$59,700.00 |         |

|                                  |   |
|----------------------------------|---|
| <b>Non-Discrimination Policy</b> | PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. |
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