

Schedule revised!

ONLY RUN

9/16/2021

Power to the Patients  
2 Jackman Ridge Road  
Windham, NH 03087

# Contract Revision

Advertiser	Product	Order #	Ver #	Rev #	# Wks	Page #
Power to the Patients		197163	1	6	9	1
Salesperson	Salesperson Phone #	Date	Time	Start	End	
Adam Shiffrin	(312)899-4075	9/14/21	7:48:47PM	9/13/21	11/14/21	
Sales Office	Agency Phone #					
Chicago						
		Demos				
		P12+, A25-54				
		Survey				
		See Summary				

9/17/21

All other times/dates are removed from the schedule

Line #	Vehicle	Days & Times	Jun 28	Jul 5	Jul 12	Jul 19	Jul 26	Aug 2	Aug 9	Aug 16	Aug 23	Aug 30	Sep 6	Sep 13	Sep 20	Total Units	Len	Avg Rtg	GRP	Avg Aud*	Gross Impr*	% Dist
16	21-WW CBS Sports Plus Weekday Total GRPs	MF 6A-12M	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2	2	30	0.4	505.8	1011.6	0.4	
52	WP_NFL Monday Night	In Broadcast													3	3	30		5.7	5339.8	16019.4	6.1
53	WP_NFL Monday Night Totals	In Broadcast													1	1	15		1.9	5339.8	5339.8	2.0
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4	4				21359.2	8.1	
54	WP_NFL Sunday Night	In Broadcast													1	2	3	30	5.3	5002.6	15007.8	5.7
55	WP_NFL Sunday Night Totals	In Broadcast													1	1	2	60	3.6	5002.6	10005.2	3.8
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2	3	5			25013.0	9.5	
57	WP_NFL Thursday Night Total GRPs	In Broadcast													2	2	60		3.8	5339.8	10679.6	4.1
47	Podcast - Just Getting Started w The Rich Eisen Show	Pre-Roll	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1	1	2	30		10.0	20.0	0.0
44	The Rich Eisen Show	MF 6A-12M													18	18	30			4.9	88.2	0.0
51	The Rich Eisen Show	MF 6A-12M													2	2	15			4.9	9.8	0.0
56	The Rich Eisen Show Totals	Cancel Before Start													20		15				98.0	0.0
	Total GRPs		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5	30	35		20.7		58181.4	
	Total Units		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4	13.3						
	Total GRPs																					

\*Note: Avg Aud and Gross Impressions are shown in thousands

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# Contract Revision

Order #	197163	Ver #	1	Rev #	6	# Wks	9	Page #	2
Advertiser	Power to the Patients								
Salesperson	Adam Shifrin								
Sales Office	Chicago								
Product	Power to the Patients								
Demos	P12+, A25-54								
Survey	See Summary								
Agency Phone #	(312)899-4075								
Salesperson Phone #	(312)899-4075								
Agency Phone #	(312)899-4075								
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Line #	Vehicle	Days & Times	Sep 27	Oct 4	Oct 11	Oct 18	Oct 25	Nov 1	Nov 8	Nov 15	Nov 22	Nov 29	Dec 6	Dec 13	Dec 20	Total Units	Len	Avg Rtg	GRP	Avg Aud*	Gross Impr*	% Dist
16	21-WW CBS Sports Plus Weekday Total GRPs	MF 6A-12M	2	2	1	1	1	1	1	1						9	30		1.6	505.8	4552.2	1.7
52	WP_NFL Monday Night	In Broadcast	3	3	3	2	2	2	2							17	30		32.3	5339.8	90776.6	34.6
53	WP_NFL Monday Night Totals Total GRPs	In Broadcast	1	1	1	1	1	1	1							7	15		13.3	5339.8	37378.6	14.3
			4	4	4	3	3	3	3							24				128155.2		48.9
54	WP_NFL Sunday Night	In Broadcast	1	1	1	1	1	1	1							7	30		12.5	5002.6	35018.2	13.4
55	WP_NFL Sunday Night Totals Total GRPs	In Broadcast	1	1	1	1	1	1	1							7	60		12.5	5002.6	35018.2	13.4
			2	2	2	2	2	2	2							14				70036.4		26.7
47	Podcast - Just Getting Started w	Pre-Roll	1	1	1	1	1									4	30			10.0	40.0	0.0
48	Podcast - Just Getting Started w	Mid-Roll						1	1	1						3	60			10.0	30.0	0.0
	Totals		1	1	1	1	1	1	1	1						7				70.0		0.0
46	Podcast - The Rich Eisen Show	Mid-Roll	10	10	9	6	6	6	6	6						53	60			8.0	424.0	0.2
44	The Rich Eisen Show	MF 6A-12M	19	19	18	18	18	18	18							128	30		0.2	4.9	627.2	0.2
51	The Rich Eisen Show Totals Total GRPs	MF 6A-12M	1	1	1	1	1	1	1							7	15			4.9	34.3	0.0
			20	20	19	19	19	19	19							135				661.5		0.3
			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							

\*Note: Avg Aud and Gross Impressions are shown in thousands

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Chicago		P12+, A25-54				
		Survey				
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Line #	Vehicle	Days & Times	Sep 27	Oct 4	Oct 11	Oct 18	Oct 25	Nov 1	Nov 8	Nov 15	Nov 22	Nov 29	Dec 6	Dec 13	Dec 20	Total Units	Avg Rtg	GRP	Avg Aud*	Gross Impr*	% Dist

Total Gross:	Agency Commission:	Total Net:
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Accepted for Westwood One, LLC:

Accepted for Agency (and Media Buying Service, if any) as Agent for the Advertiser:

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

\*Note: Avg Aud and Gross Impressions are shown in thousands

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Effective October 1, 2020, except where prohibited by law, we will impose a 1.5% administrative fee on all credit card payments. We do not apply an administrative fee to cash payments, including Cash in Advance payments. In addition, we do not apply an administrative fee to credit card payments processed prior to the advertising start date.

Agency represents and warrants it has the authority to make this purchase on behalf of the Advertiser listed on this order ("Advertiser") and accordingly, is responsible for prompt payment of all amounts due under this IO to WWO upon receipt of such payments from Advertiser. If Advertiser is more than 30 days overdue in paying Agency, Agency shall promptly inform Westwood One ("WWO") who shall have the right to contact Advertiser directly for payment. If payment in full has not been received from either Agency or Advertiser within 120 days of the due date, WWO reserves the right to impose interest equal to ten percent (10%) per annum on any overdue amount from the original due date until full payment is received by WWO. Agency and/or Advertiser, as applicable, shall be liable for all costs and expenses incurred by WWO in its collection efforts for amounts overdue by 120 days or more, including without limitation, attorney's fees and filing fees. If Agency fails to remit to WWO amounts Agency receives from the Advertiser, the principal owners of the Agency shall be personally liable for such unpaid amounts.

This Agreement shall, irrespective of the place of execution, be deemed to be a contract entered into and to be performed in the State of New York and shall be governed by and construed in accordance with the laws of the State of New York without regard to any choice of law or conflicts of law principles. With respect to any dispute arising hereunder or any action, suit, or proceeding relating to this Agreement, Agency and/or Advertiser, as applicable, shall be subject to the exclusive jurisdiction of the Federal District Court for the Southern District of New York and the Courts of the State of New York in New York County and the Agency, on behalf of itself and Advertiser, waives any objection of venue in any of the aforesaid courts or any right to claim that any such court constitutes an inconvenient forum.

Ordering the inventory listed herein is your consent to these terms and conditions which shall supersede any other writing, understanding or document related to the subject matter hereof.

WESTWOODONE IS AN AFFIRMATIVE ACTION EMPLOYER. NONDISCRIMINATION POLICY: Westwood One does not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that Advertiser's purchase of advertising time from Westwood One is not intended to and will not discriminate on the basis of race or ethnicity.

Notwithstanding any other agreement to the contrary, Advertiser will indemnify, defend and hold Westwood One, its parent companies, subsidiaries, corporate affiliates and the directors, officers, employees, representatives, licensees and agents of the foregoing entities, harmless from and against any and all losses, liabilities, claims, damages and other expenses, including reasonable attorney's fees, arising out of third party claims relating to the commercials provided to Westwood One by Advertiser.

\*Note: Avg Aud and Gross Impressions are shown in thousands