

CONTRACT



Heritage Broadcasting Company
 1 Broadcast Way
 Cadillac, MI 49601
 (231) 775-3478

<u>Contract / Revision</u> 52192 /		<u>Alt Order #</u> 28396891
<u>Advertiser</u> Sandy Pensler for US Senate		<u>Original Date / Revision</u> 05/01/24 / 05/01/24
<u>Contract Dates</u> 05/20/24 - 05/29/24	<u>Estimate #</u> 16531	
<u>Product</u> 2024		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WWTV-TV	<u>Account Executive</u> Erin Schumacher	<u>Sales Office</u> Katz Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 55+		
		<u>Total Ratings</u> 137.70
<u>Agency Code</u> 9914860	<u>Advertiser Code</u> 1188	<u>Product 1/2</u> 1896
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

American Media & Advocacy Group
 815 Slaters Lane
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WWTV	05/20/24	05/29/24	MTM @ 630a	6:30 AM-7:00 AM		:30				NM	2	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/24	05/26/24	-1-----				1	\$270.00	3.40			
Week:		05/27/24	06/02/24	-1-----				1	\$270.00	3.40			
N 2	WWTV	05/20/24	05/29/24	CBS Mornings	7:00 AM-9:00 AM		:30				NM	4	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/24	05/26/24	1-1----				2	\$160.00	3.70			
Week:		05/27/24	06/02/24	1-1----				2	\$160.00	3.70			
N 3	WWTV	05/20/24	05/26/24	CBS Saturday Morning	8:00 AM-10:00 AM		:30				NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/24	05/26/24	-----1-				1	\$270.00	4.00			
N 4	WWTV	05/20/24	05/26/24	Sunday Mrn-CBS	9:00 AM-10:30 AM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/24	05/26/24	-----1				1	\$225.00	6.50			
N 5	WWTV	05/27/24	05/29/24	Price is Right	11:00 AM-12:00 PM		:30				NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/27/24	06/02/24	1-----				1	\$170.00	5.20			
N 6	WWTV	05/20/24	05/26/24	9&10 News @ Noon	12:00 PM-12:30 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/24	05/26/24	-1-----				1	\$250.00	7.80			
N 7	WWTV	05/20/24	05/29/24	9&10 News @ 5p	5:00 PM-5:30 PM		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/24	05/26/24	-1-1---				2	\$250.00	6.50			
Week:		05/27/24	06/02/24	1-----				1	\$250.00	6.50			
N 8	WWTV	05/20/24	05/29/24	9&10 News @ 530p	5:30 PM-6:00 PM		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/24	05/26/24	1-----				1	\$350.00	7.50			
Week:		05/27/24	06/02/24	--1----				1	\$350.00	7.50			
N 9	WWTV	05/20/24	05/29/24	9&10 News @ 6p	6:00 PM-6:30 PM		:30				NM	2	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/20/24	05/26/24	----1--				1	\$490.00	10.30			
Week:		05/27/24	06/02/24	-1-----				1	\$490.00	10.30			
N 10	WWTV	05/20/24	05/26/24	Young Sheldon	7:30 PM-8:00 PM		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required.



Heritage Broadcasting Company
 1 Broadcast Way
 Cadillac, MI 49601
 (231) 775-3478

<u>Contract / Revision</u>	<u>Alt Order #</u>
52192 /	28396891

<u>Advertiser</u>	<u>Original Date / Revision</u>
Sandy Pensler for US Senate	05/01/24 / 05/01/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/20/24 - 05/29/24	2024	16531

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		05/20/24	05/26/24	11--1--				3	\$300.00	4.50				
N 11	WWTV	05/20/24	05/29/24	9&10 News @11p	11:00 PM-11:35 PM		:30				NM	5	\$1,175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		05/20/24	05/26/24	-11----				2	\$235.00	3.90				
Week:		05/27/24	06/02/24	111----				3	\$235.00	3.90				
N 12	WWTV	05/20/24	05/26/24	9&10 News @ 11p	11:00 PM-11:30 PM		:30				NM	1	\$190.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		05/20/24	05/26/24	-----1				1	\$190.00	4.50				
Totals												137.70	26	\$6,790.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/26/24	16	\$4,235.00	(\$635.25)	\$3,599.75
05/27/24 - 05/29/24	10	\$2,555.00	(\$383.25)	\$2,171.75
Totals	26	\$6,790.00	(\$1,018.50)	\$5,771.50

Signature: _____ Date: _____

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KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 28396891
 Changes as of: 5/1/2024 at 2:44 PM
 Version: Original Order
 Station: WWTW
 Con Type: POLITICAL/NOTE
 Total \$: \$6,790.00
 Total Spots: 26
 Total CPP: \$49.31
 Total GRP: 137.7

Agency: AMER MEDIA & ADVOCACY GROUP
 815 SLATERS LANE
 ALEXANDRIA, VA 22314
 Product: 2024
 Agency Order #: 13405665
 Office: WASHINGTON
 Service: Nielsen

Buyer: MediaAssistant, AMAG
 Salesperson: ERIN SCHUMACHER
 Primary Demo: Adults 55+
 Assistant: ERIN SCHUMACHER
 Separation: 30; PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A5P Rating	Len	5/20 - 5/29							Total Spots	Total \$	GRP*	CPP*				
							5/20	5/21	5/22	5/23	5/24	5/25	5/26					5/27	5/28	5/29	
1	M-F 16:30a-7a		MTM @ 630a	\$270.00	3.4	30	0	1	0	0	0	0	0	0	0	0	0	0	0	6.8	\$79.41
2	M-F 7a-9a		CBS Mornings	\$160.00	3.7	30	1	0	1	0	0	0	0	1	0	0	1	0	0	14.8	\$43.24
3	Sa 8a-10a		CBS Saturday Morning	\$270.00	4.0	30	0	0	0	0	0	1	0	0	0	0	0	0	0	4.0	\$67.50
4	Su 9a-10:30a		Sunday Mm-CBS	\$225.00	6.5	30	0	0	0	0	0	0	1	0	0	0	0	0	0	6.5	\$34.62
5	M-F 11a-12h		Price is Right	\$170.00	5.2	30	0	0	0	0	0	0	0	0	1	0	0	0	0	5.2	\$32.69
6	M-F 12n-12:30p		9&10 News @ Noon	\$250.00	7.8	30	0	1	0	0	0	0	0	0	0	0	0	0	0	7.8	\$32.05
7	M-F 5p-5:30p		9&10 News @ 5p	\$250.00	6.5	30	0	1	0	0	0	0	0	1	0	0	0	0	0	19.5	\$38.46
8	M-F 5:30p-6p		9&10 News @ 530p	\$350.00	7.5	30	1	0	0	0	0	0	0	0	0	0	1	0	0	15.0	\$46.67
9	M-F 6p-6:30p		9&10 News @ 6p	\$490.00	10.3	30	0	0	0	0	0	1	0	0	0	0	0	0	0	20.6	\$47.57
10	M-F 7:30p-8p		Young Sheldon	\$300.00	4.5	30	1	1	0	0	0	1	0	0	0	0	0	0	0	13.5	\$66.67
11	M-F 11p-11:35p		9&10 News @ 11p	\$235.00	3.9	30	0	1	1	0	0	0	0	0	0	1	1	1	0	19.5	\$60.26
12	Su 11p-11:30p		9&10 News @ 11p	\$190.00	4.5	30	0	0	0	0	0	0	0	0	1	0	0	0	0	4.5	\$42.22
TOTALS:							3	5	2	1	2	1	2	4	3	3	26	\$6,790.00	\$49.31	137.7	

Date/Time	Action	Added by	Comment
05/01/24 2:44 PM	New	ERIN SCHUMACHER	Separation: 30; PopulationBuyType: CPP