



WUPW
730 North Summit
Toledo, OH 43604
(419) 244-3600

CONTRACT

<u>Contract / Revision</u> 2088857 /		<u>Alt Order #</u> 09297342
<u>Advertiser</u> POL/Sprague, R/Treas-POL/Faber, K/Auditor/		<u>Original Date / Revision</u> 11/05/18 / 11/05/18
<u>Contract Dates</u> 10/22/18 - 11/11/18	<u>Estimate #</u> 5800	
<u>Product</u> SPRAGUE 4 TEAS STATE		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WUPW	<u>Account Executive</u> Taylor Fritsch	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u> 2069
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Strategic Media Placement (B)
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WUPW	10/29/18	11/02/18	Fox Toledo News at 10PM	10-11p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	MTWTF--				5	\$350.00			
2	WUPW	11/01/18	11/01/18	NFL Thursday Night	8-1130p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	---1---				1	\$1,100.00			
3	WUPW	11/04/18	11/04/18	NFL on Fox OT	730-8P SA/SU		: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:		10/29/18	11/04/18	-----1				1	\$1,000.00			
4	WUPW	10/28/18	10/28/18	Detroit Lions	1258P-8P		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1				1	\$1,200.00			
5	WUPW	11/04/18	11/04/18	Detroit Lions	1258P-8P		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	-----1				1	\$1,500.00			
6	WUPW	11/04/18	11/04/18	NFL on FOX Game 2	NFL on FOX		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	-----1				1	\$1,700.00			
7	WUPW	10/28/18	10/28/18	NFL on FOX Game 2	NFL on FOX		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1				1	\$1,700.00			
8	WUPW	10/27/18	10/27/18	World Series on FOX	World Series on FC		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1-				1	\$1,100.00			
9	WUPW	10/28/18	10/28/18	World Series on FOX	World Series on FC		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1				1	\$1,100.00			
10	WUPW	11/03/18	11/03/18	OSU game	Various		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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

All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

We Warrant that the actual broadcast information shown on this statement was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice.

Station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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POL/Sprague, R/Treas-POL/Faber, K/Auditor/	11/05/18 / 11/05/18

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/18 - 11/11/18	SPRAGUE 4 TEAS STA	5800

*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:		10/29/18	11/04/18	-----1-				1	\$2,500.00			
11	WUPW	10/29/18	11/02/18	FOX Toledo News at 7:00PM	FOX Toledo News		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	MTWTF--				5	\$125.00			
12	WUPW	10/29/18	11/02/18	FOX Toledo Daybreak	FOX Toledo Daybr		:30			NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	MTWTF--				5	\$60.00			
13	WUPW	10/29/18	11/02/18	SYN 630-7p M-F	630-7p M-F		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/18	11/04/18	MTWTF--				5	\$125.00			
14	WUPW	11/05/18	11/05/18	Mon Hour 2	9-10p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	1-----				1	\$300.00			
15	WUPW	11/05/18	11/05/18	Fox Toledo News at 10PM	10-11p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/18	11/11/18	M-----				1	\$350.00			
D 16	WUPW	11/01/18	11/01/18	Late Run Acceptance for	In 1 on 11/01		:00			NS	0	\$0.00
Totals											31	\$16,850.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	4	\$5,100.00	(\$765.00)	\$4,335.00
10/29/18 - 11/05/18	27	\$11,750.00	(\$1,762.50)	\$9,987.50
Totals	31	\$16,850.00	(\$2,527.50)	\$14,322.50

Signature: _____ **Date:** _____

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