

CONTRACT

WDPN-TV
300 East Rock Road
Allentown, PA 18103-7599
(610) 797-4530

| | | |
|--|--|--|
| <u>Contract / Revision</u> 36240 / | | <u>Alt Order #</u> |
| <u>Advertiser</u> NJEA | | <u>Original Date / Revision</u> 05/20/20 / 05/20/20 |
| <u>Contract Dates</u> 05/22/20 - 06/04/20 | <u>Estimate #</u> 7451-NJEA Phila TV 5/ | |
| <u>Product</u> 1124 - Issue | | |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WDPN-TV | <u>Account Executive</u> | <u>Sales Office</u> WDPN ME-TV |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Households | | |
| <u>Agency Code</u> | <u>Advertiser Code</u> | <u>Product 1/2</u> |
| <u>Agency Ref</u> | <u>Advertiser Ref</u> | |

And:

New Media Firm
Attention: Casey Bessette
c/o MKM
1322 G Street SE
Washington, DC 20003

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | WDPN | 05/22/20 | 05/28/20 | Mon-Fri | 9a-10a | | :30 | | | NM | 3 | \$180.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 05/18/20 | 05/24/20 | ----F-- | | | | 1 | \$60.00 | | | |
| | | Week: 05/25/20 | 05/31/20 | MTWT--- | | | | 2 | \$60.00 | | | |
| N 2 | WDPN | 05/22/20 | 05/28/20 | Mon-Fri | 12p-1p | | :30 | | | NM | 3 | \$180.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 05/18/20 | 05/24/20 | ----F-- | | | | 1 | \$60.00 | | | |
| | | Week: 05/25/20 | 05/31/20 | MTWT--- | | | | 2 | \$60.00 | | | |
| N 3 | WDPN | 05/22/20 | 05/28/20 | Mon-Fri | 2p-3p | | :30 | | | NM | 3 | \$180.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 05/18/20 | 05/24/20 | ----F-- | | | | 1 | \$60.00 | | | |
| | | Week: 05/25/20 | 05/31/20 | MTWT--- | | | | 2 | \$60.00 | | | |
| N 4 | WDPN | 05/22/20 | 05/29/20 | Mon-Fri | 6p-7p | | :30 | | | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 05/18/20 | 05/24/20 | ----F-- | | | | 1 | \$200.00 | | | |
| | | Week: 05/25/20 | 05/31/20 | MTWTF-- | | | | 1 | \$200.00 | | | |
| N 5 | WDPN | 05/22/20 | 05/28/20 | Mon-Fri | 7p-8p | | :30 | | | NM | 5 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 05/18/20 | 05/24/20 | ----F-- | | | | 2 | \$400.00 | | | |
| | | Week: 05/25/20 | 05/31/20 | MTWT--- | | | | 3 | \$400.00 | | | |
| N 6 | WDPN | 05/24/20 | 05/24/20 | Sat-Sun | 7p-8p | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 05/18/20 | 05/24/20 | -----S | | | | 1 | \$350.00 | | | |
| N 7 | WDPN | 05/24/20 | 05/24/20 | Sat-Sun | 7p-8p | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 05/18/20 | 05/24/20 | -----S | | | | 1 | \$350.00 | | | |
| N 8 | WDPN | 05/29/20 | 06/03/20 | Mon-Fri | 9a-10a | | :30 | | | NM | 2 | \$120.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 05/25/20 | 05/31/20 | ----F-- | | | | 1 | \$60.00 | | | |
| | | Week: 06/01/20 | 06/07/20 | MTW---- | | | | 1 | \$60.00 | | | |
| N 9 | WDPN | 05/29/20 | 06/03/20 | Mon-Fri | 12p-1p | | :30 | | | NM | 2 | \$120.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 05/25/20 | 05/31/20 | ----F-- | | | | 1 | \$60.00 | | | |

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

*In accordance with FCC rules, this station may not be used by an advertiser in a way that purposely uses the station in a manner to discriminate on the basis of race or ethnicity and that any contract entered into with an advertiser whose intent is to use the station to unlawfully discriminate shall be null and void.

*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 unless otherwise specified.



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| *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: | | 06/01/20 | 06/07/20 | MTW---- | | | | 1 | \$60.00 | | | |
| N 10 | WDPN | 05/29/20 | 06/03/20 | Mon-Fri | 2p-3p | | :30 | | | NM | 2 | \$120.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 05/25/20 | 05/31/20 | ----F-- | | | | 1 | \$60.00 | | | |
| Week: | | 06/01/20 | 06/07/20 | MTW---- | | | | 1 | \$60.00 | | | |
| N 11 | WDPN | 05/29/20 | 06/03/20 | Mon-Fri | 6p-7p | | :30 | | | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 05/25/20 | 05/31/20 | ----F-- | | | | 1 | \$200.00 | | | |
| Week: | | 06/01/20 | 06/07/20 | MTW---- | | | | 1 | \$200.00 | | | |
| N 12 | WDPN | 05/29/20 | 06/03/20 | Mon-Fri | 7p-8p | | :30 | | | NM | 4 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 05/25/20 | 05/31/20 | ----F-- | | | | 1 | \$400.00 | | | |
| Week: | | 06/01/20 | 06/07/20 | MTW---- | | | | 3 | \$400.00 | | | |
| N 13 | WDPN | 05/31/20 | 05/31/20 | Sat-Sun | 7p-8p | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 05/25/20 | 05/31/20 | -----S | | | | 1 | \$350.00 | | | |
| N 14 | WDPN | 05/31/20 | 05/31/20 | Sat-Sun | 7p-8p | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 05/25/20 | 05/31/20 | -----S | | | | 1 | \$350.00 | | | |
| Totals | | | | | | | | | | | 32 | \$6,700.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|-------------------|---------------------|-------------------|
| 04/27/20 - 05/31/20 | 25 | \$5,120.00 | (\$768.00) | \$4,352.00 |
| 06/01/20 - 06/03/20 | 7 | \$1,580.00 | (\$237.00) | \$1,343.00 |
| Totals | 32 | \$6,700.00 | (\$1,005.00) | \$5,695.00 |

Signature: _____ **Date:** _____

Printed Name: _____

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