



WSB-TV
PO Box 809036
Chicago, IL 60680-9036
(404) 496-7531

CONTRACT

<u>Contract / Revision</u> 1112464 /		<u>Alt Order #</u> 10748288
<u>Advertiser</u> ISS/FF PAC-A		<u>Original Date / Revision</u> 02/01/24 / 02/13/24
<u>Contract Dates</u> 09/10/24 - 09/16/24	<u>Estimate #</u> 12940	
<u>Product</u> FF PAC		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WSB-TV	<u>Account Executive</u> Washington DC Cox	<u>Sales Office</u> CoxReps Wash
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> TV14573	<u>Advertiser Code</u> 541	<u>Product 1/2</u> 577
<u>Agency Ref</u> P00018027		<u>Advertiser Ref</u> P00076298-A

And:

Waterfront Strategies
3050 K Street NW
Ste 100
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WSBTV	09/10/24	09/16/24	CH2 Action News at 5:30 AM-6:00 AM			:30			P-02	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/24	09/16/24	MTWTF--				2	\$1,400.00				
N 2	WSBTV	09/10/24	09/16/24	Good Morning America 7a-9a			:30			P-02	NM	5	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/24	09/16/24	MTWTF--				5	\$3,200.00				
N 3	WSBTV	09/15/24	09/15/24	Su 7a-730a News	7:00 AM-7:30 AM		:30			P-02	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/09/24	09/15/24	-----1				1	\$1,100.00				
N 4	WSBTV	09/15/24	09/15/24	Good Morning America 8a-9a			:30			P-02	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/09/24	09/15/24	-----1				1	\$2,700.00				
N 5	WSBTV	09/10/24	09/16/24	Live w/ Kelly & Mark	9a-10a		:30			P-02	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/24	09/16/24	MTWTF--				2	\$1,200.00				
N 6	WSBTV	09/10/24	09/16/24	M-F 10a-11a	10a-11a		:30			P-02	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/24	09/16/24	MTWTF--				2	\$900.00				
N 7	WSBTV	09/10/24	09/16/24	The View	11a-12p		:30			P-02	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/24	09/16/24	MTWTF--				2	\$2,000.00				
N 8	WSBTV	09/10/24	09/16/24	General Hospital	2p-3p		:30			P-02	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/24	09/16/24	MTWTF--				3	\$1,500.00				
N 9	WSBTV	09/10/24	09/16/24	CH2 Action News at 5p-6p			:30			P-02	NM	3	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/24	09/16/24	MTWTF--				3	\$2,700.00				
N 10	WSBTV	09/10/24	09/16/24	CH2 Action News at 6p-7p			:30			P-02	NM	3	\$11,700.00
		<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)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/24	09/16/24	MTWTF--	3	\$3,900.00							
N 11	WSBT	09/10/24	09/16/24	CH2 News Nightbeat	11p-1135p		:30			P-02	NM	3	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/24	09/16/24	MTWTF--	3	\$2,700.00							
N 12	WSBT	09/10/24	09/16/24	Jimmy Kimmel Live	1135p-1235a/120'		:30			P-02	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/24	09/16/24	MTWTF--	4	\$1,400.00							
N 13	WSBT	09/10/24	09/10/24	Tue Prime Other 1	8:00 PM-10:00 PM		:30			P-02	NM	1	\$7,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/09/24	09/15/24	-1-----	1	\$7,400.00							
N 14	WSBT	09/14/24	09/14/24	College FB Reg Seasc	3:30 PM-7:30 PM		:30			P-02	NM	1	\$24,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/09/24	09/15/24	-----1-	1	\$24,900.00							
D 15	WSBT	09/10/24	09/15/24	Early Morning M-Su	4a-9a/4a-10a/4a-1		:30			P-02	NM	0	\$0.00
N 16	WSBT	09/10/24	09/16/24	CH2 Action News at 6	6p-7p		:30			P-02	NM	2	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/24	09/16/24	MTWTF--	2	\$3,900.00							
N 17	WSBT	09/10/24	09/16/24	M-F 730p ET Snipe	730p-8p		:30			P-02	NM	5	\$19,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/24	09/16/24	MTWTF--	5	\$3,900.00							
N 18	WSBT	09/15/24	09/15/24	Primetime Emmy Awa	8:00 PM-11:00 PM		:30			P-02	NM	1	\$22,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/09/24	09/15/24	-----1	1	\$22,900.00							
Totals												41	\$151,300.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/01/24 - 09/16/24	41	\$151,300.00	(\$22,695.00)	\$128,605.00
Totals	41	\$151,300.00	(\$22,695.00)	\$128,605.00

Signature: _____ Date: _____

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