



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

CONTRACT

<u>Contract / Revision</u> 1112454 /		<u>Alt Order #</u> 10748292
<u>Advertiser</u> ISS/FF PAC-A		<u>Original Date / Revision</u> 02/13/24 / 02/13/24
<u>Contract Dates</u> 10/01/24 - 10/07/24	<u>Estimate #</u> 12943	
<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
1	WSBTV	10/01/24	10/07/24	CH2 Action News at 5:5:00 AM-5:30 AM			: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:		10/01/24	10/07/24	MTWTF--				3	\$1,500.00				
2	WSBTV	10/01/24	10/07/24	CH2 Action News at 5:5:30 AM-6:00 AM			:30			P-02	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				2	\$1,800.00				
3	WSBTV	10/01/24	10/07/24	CH2 Action News at 6:6:00 AM-7:00 AM			:30			P-02	NM	5	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				5	\$3,400.00				
4	WSBTV	10/01/24	10/07/24	Good Morning Americz7a-9a			:30			P-02	NM	9	\$36,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				9	\$4,100.00				
5	WSBTV	10/05/24	10/05/24	CH2 Action News at 5:5a-6a			:30			P-02	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1-				1	\$600.00				
6	WSBTV	10/05/24	10/05/24	CH2 Action News at 6:6a-7a			: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:		09/30/24	10/06/24	-----1-				1	\$1,100.00				
7	WSBTV	10/05/24	10/05/24	CH2 Action News at 7:7a-8a			:30			P-02	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1-				1	\$2,000.00				
8	WSBTV	10/05/24	10/05/24	Good Morning Americz9a-11a			:30			P-02	NM	1	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1-				1	\$3,100.00				
9	WSBTV	10/06/24	10/06/24	CH2 Action News at 6:6a-7a			: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:		09/30/24	10/06/24	-----1				1	\$1,100.00				
10	WSBTV	10/06/24	10/06/24	Su 7a-730a News	7:00 AM-7:30 AM		:30			P-02	NM	1	\$2,000.00
		<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.

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<u>Contract / Revision</u> 1112454 /		<u>Alt Order #</u> 10748292
<u>Advertiser</u> ISS/FF PAC-A		<u>Original Date / Revision</u> 02/13/24 / 02/13/24
<u>Contract Dates</u> 10/01/24 - 10/07/24	<u>Product</u> FF PAC	<u>Estimate #</u> 12943

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1				1	\$2,000.00				
11	WSBT	10/06/24	10/06/24	Good Morning America	8a-9a		:30			P-02	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1				1	\$3,500.00				
12	WSBT	10/06/24	10/06/24	CH2 Action News at 9a	9a-10a		: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:		09/30/24	10/06/24	-----1				1	\$2,700.00				
13	WSBT	10/06/24	10/06/24	CH2 Action News at 11a	10a-11a		:30			P-02	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1				1	\$2,200.00				
14	WSBT	10/01/24	10/07/24	Live w/ Kelly & Mark	9a-10a		:30			P-02	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				4	\$1,600.00				
15	WSBT	10/01/24	10/07/24	M-F 10a-11a	10a-11a		:30			P-02	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				4	\$1,100.00				
16	WSBT	10/01/24	10/07/24	The View	11a-12p		:30			P-02	NM	4	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				4	\$2,700.00				
17	WSBT	10/01/24	10/07/24	CH2 Action News at 12p	12p-1p		:30			P-02	NM	4	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				4	\$2,200.00				
18	WSBT	10/01/24	10/07/24	GMA3: What You Need	1p-2p		:30			P-02	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				4	\$1,700.00				
19	WSBT	10/01/24	10/07/24	General Hospital	2p-3p		:30			P-02	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				4	\$1,700.00				
20	WSBT	10/01/24	10/07/24	M-F 3p-4p	3p-4p		:30			P-02	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				3	\$1,600.00				
21	WSBT	10/01/24	10/07/24	CH2 Action News at 4p	4:00 PM-5:00 PM		:30			P-02	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				3	\$2,000.00				
22	WSBT	10/01/24	10/07/24	CH2 Action News at 5p	5p-6p		: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:		10/01/24	10/07/24	MTWTF--				5	\$3,200.00				
23	WSBT	10/01/24	10/07/24	CH2 Action News at 6p	6p-7p		:30			P-02	NM	5	\$23,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				5	\$4,600.00				
24	WSBT	10/01/24	10/07/24	ABC World News Tonight	7p-730p		:30			P-02	NM	3	\$34,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				3	\$11,400.00				
25	WSBT	10/06/24	10/06/24	CH2 Action News at 6p	6p-630p		:30			P-02	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1				1	\$2,800.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
26	WSBTV	10/01/24	10/07/24	CH2 News Nightbeat	11p-1135p		:30			P-02	NM	4	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				4	\$3,200.00				
27	WSBTV	10/05/24	10/05/24	M-Su News Rotation	11:30 PM-12:00 X		:30			P-02	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1-				1	\$3,200.00				
28	WSBTV	10/01/24	10/07/24	Jimmy Kimmel Live	1135p-1235a/120'		:30			P-02	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				5	\$1,500.00				
29	WSBTV	10/01/24	10/07/24	ABC News Nightline	1235a-105a/107a-		:30			P-02	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				5	\$1,100.00				
30	WSBTV	10/05/24	10/05/24	Sa 1135p-1207a	1135p-1207a		:30			P-02	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1-				1	\$1,200.00				
31	WSBTV	10/06/24	10/06/24	Su 1135p-1205a Sport	1135p-1205a		:30			P-02	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1				1	\$1,500.00				
32	WSBTV	10/01/24	10/07/24	Entertainment Tonight	730p-8p		:30			P-02	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/24	10/07/24	MTWTF--				4	\$5,000.00				
33	WSBTV	10/07/24	10/07/24	Mon Prime Other 1	8:00 PM-10:00 PM		:30			P-02	NM	1	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/07/24	10/13/24	1-----				1	\$9,900.00				
34	WSBTV	10/01/24	10/01/24	Tue Prime Other 1	8:00 PM-10:00 PM		:30			P-02	NM	1	\$8,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-1-----				1	\$8,900.00				
35	WSBTV	10/03/24	10/03/24	Thur Prime Hour 2	9p-10p		:30			P-02	NM	1	\$14,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	---1---				1	\$14,900.00				
36	WSBTV	10/05/24	10/05/24	Sa 11a-12p	11a-12p		:30			P-02	NM	1	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1-				1	\$3,900.00				
37	WSBTV	10/05/24	10/05/24	College FB RS Dbl He	12p-730p		:30			P-02	NM	1	\$59,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1-				1	\$59,900.00				
38	WSBTV	10/05/24	10/05/24	College FB Reg Seas	7:30 PM-11:00 PM		:30			P-02	NM	1	\$39,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1-				1	\$39,900.00				
39	WSBTV	10/05/24	10/05/24	CH2 News Nightbeat	11p-1135p		:30			P-02	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1-				1	\$4,400.00				
40	WSBTV	10/06/24	10/06/24	Formula 1	12:30 PM-3:00 PM		:30			P-02	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/30/24	10/06/24	-----1				1	\$2,400.00				

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<u>Contract Dates</u> 10/01/24 - 10/07/24	<u>Product</u> FF PAC	<u>Estimate #</u> 12943

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
D 41	WSBTV	10/01/24	10/06/24	Early Morning M-Su	4a-9a/4a-10a/4a-1		:30			P-02	NM	0	\$0.00
N 43	WSBTV	10/01/24	10/07/24	CH2 Action News at 5:5:00 AM	5:30 AM		:30			P-02	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/24	10/07/24	MTWTF--	2			\$1,500.00					
N 44	WSBTV	10/01/24	10/07/24	CH2 Action News at 5:5:30 AM	6:00 AM		:30			P-02	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/24	10/07/24	MTWTF--	3			\$1,800.00					
N 45	WSBTV	10/01/24	10/07/24	M-F 3p-4p	3p-4p		:30			P-02	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/24	10/07/24	MTWTF--	3			\$1,600.00					
N 46	WSBTV	10/01/24	10/07/24	CH2 Action News at 4:4:00 PM	5:00 PM		:30			P-02	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/24	10/07/24	MTWTF--	3			\$2,000.00					
N 47	WSBTV	10/01/24	10/07/24	ABC World News Toni	7p-730p		:30			P-02	NM	2	\$22,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/24	10/07/24	MTWTF--	2			\$11,400.00					
N 48	WSBTV	10/01/24	10/07/24	Entertainment Tonight	730p-8p		:30			P-02	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/24	10/07/24	MTWTF--	3			\$5,000.00					
N 49	WSBTV	10/05/24	10/05/24	Sa 11a-12p	11a-12p		:30			P-02	NM	1	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/30/24	10/06/24	-----1-	1			\$3,900.00					
N 50	WSBTV	10/05/24	10/05/24	College FB Reg Seas	7:30 PM-11:00 PM		:30			P-02	NM	1	\$39,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/30/24	10/06/24	-----1-	1			\$39,900.00					
N 51	WSBTV	10/06/24	10/06/24	This Week: Stephanop	10a-12p		:30			P-02	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/30/24	10/06/24	-----1	1			\$6,000.00					
N 52	WSBTV	10/01/24	10/07/24	M-F GA Lottery Draw	655p-7p		:30			P-02	NM	2	\$9,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/24	10/07/24	MTWTF--	2			\$4,700.00					
N 53	WSBTV	10/07/24	10/07/24	NFL RS Prime Game	8:15 PM-11:15 PM		:30			P-02	NM	1	\$31,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/07/24	10/13/24	1-----	1			\$31,900.00					
N 54	WSBTV	10/01/24	10/03/24	MLB Regular Season	2:00 PM-5:00 PM		:30			P-02	NM	3	\$17,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/30/24	10/06/24	-TWT---	3			\$5,900.00					
N 55	WSBTV	10/05/24	10/05/24	College FB Reg Seas	12:00 PM-3:30 PM		:30			P-02	NM	1	\$11,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/30/24	10/06/24	-----1-	1			\$11,900.00					
Totals												127	\$584,700.00

(* 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!



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

<u>Contract / Revision</u> 1112454 /		<u>Alt Order #</u> 10748292
<u>Advertiser</u> ISS/FF PAC-A		<u>Original Date / Revision</u> 02/13/24 / 02/13/24
<u>Contract Dates</u> 10/01/24 - 10/07/24	<u>Product</u> FF PAC	<u>Estimate #</u> 12943

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/24 - 10/07/24	127	\$584,700.00	(\$87,705.00)	\$496,995.00
Totals	127	\$584,700.00	(\$87,705.00)	\$496,995.00

Signature: _____ **Date:** _____

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

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