



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

# CONTRACT

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>1112456 /      |   | <u>Alt Order #</u><br>10748282                         |
| <u>Advertiser</u><br>ISS/FF PAC-A            |   | <u>Original Date / Revision</u><br>02/14/24 / 02/14/24 |
| <u>Contract Dates</u><br>10/29/24 - 11/05/24 | <u>Estimate #</u><br>12947                    |  |
| <u>Product</u><br>FF PAC - SKED A            |   |  |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Calendar           | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>WSB-TV                    | <u>Account Executive</u><br>Washington DC Cox | <u>Sales Office</u><br>CoxReps Wash                    |
| <u>Special Handling</u>                      |   |  |
| <u>Demographic</u><br>Adults 35+             |   |  |
| <u>Agency Code</u><br>TV14573                | <u>Advertiser Code</u><br>541                 | <u>Product 1/2</u><br>577                              |
| <u>Agency Ref</u><br>P00018027               | <u>Advertiser Ref</u><br>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 | 10/29/24          | 11/04/24        | CH2 Action News at 4:4:30 AM-4:59 AM |                |      | :30    |                   |             | P-02  | NM   | 5     | \$4,500.00  |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/29/24          | 11/04/24        | MTWTF--                              |                |      |        | 5                 | \$900.00    |       |      |       |             |
| 2     | WSBTV | 10/29/24          | 11/04/24        | CH2 Action News at 5:5:00 AM-5:30 AM |                |      | :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: |       | 10/29/24          | 11/04/24        | MTWTF--                              |                |      |        | 5                 | \$1,500.00  |       |      |       |             |
| 3     | WSBTV | 10/29/24          | 11/04/24        | CH2 Action News at 5:5:30 AM-6:00 AM |                |      | :30    |                   |             | P-02  | NM   | 5     | \$9,000.00  |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/29/24          | 11/04/24        | MTWTF--                              |                |      |        | 5                 | \$1,800.00  |       |      |       |             |
| 4     | WSBTV | 10/29/24          | 11/04/24        | CH2 Action News at 6:6:00 AM-7:00 AM |                |      | :30    |                   |             | P-02  | NM   | 10    | \$34,000.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/29/24          | 11/04/24        | MTWTF--                              |                |      |        | 10                | \$3,400.00  |       |      |       |             |
| 5     | WSBTV | 10/29/24          | 11/04/24        | Good Morning America 7a-9a           |                |      | :30    |                   |             | P-02  | NM   | 20    | \$82,000.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/29/24          | 11/04/24        | MTWTF--                              |                |      |        | 20                | \$4,100.00  |       |      |       |             |
| 6     | WSBTV | 11/02/24          | 11/02/24        | 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: |       | 10/28/24          | 11/03/24        | -----1-                              |                |      |        | 1                 | \$600.00    |       |      |       |             |
| 7     | WSBTV | 11/02/24          | 11/02/24        | 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: |       | 10/28/24          | 11/03/24        | -----1-                              |                |      |        | 1                 | \$1,100.00  |       |      |       |             |
| 8     | WSBTV | 11/02/24          | 11/02/24        | 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: |       | 10/28/24          | 11/03/24        | -----1-                              |                |      |        | 1                 | \$2,000.00  |       |      |       |             |
| 9     | WSBTV | 11/02/24          | 11/02/24        | CH2 Action News at 8:8a-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: |       | 10/28/24          | 11/03/24        | -----1-                              |                |      |        | 1                 | \$2,700.00  |       |      |       |             |
| 10    | WSBTV | 11/02/24          | 11/02/24        | Good Morning America 9a-11a          |                |      | :30    |                   |             | P-02  | NM   | 2     | \$6,200.00  |
|       |       | <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>Contract Dates</u><br>10/29/24 - 11/05/24 | <u>Product</u><br>FF PAC - SKED A | <u>Estimate #</u><br>12947                             |

| *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: |      | 10/28/24          | 11/03/24        | -----2-                              |                 |      |        | 2                 | \$3,100.00  |       |      |       |             |
| 11    | WSBT | 11/03/24          | 11/03/24        | 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: |      | 10/28/24          | 11/03/24        | -----1                               |                 |      |        | 1                 | \$600.00    |       |      |       |             |
| 12    | WSBT | 11/03/24          | 11/03/24        | 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: |      | 10/28/24          | 11/03/24        | -----1                               |                 |      |        | 1                 | \$1,100.00  |       |      |       |             |
| 13    | WSBT | 11/03/24          | 11/03/24        | 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> |       |      |       |             |
| Week: |      | 10/28/24          | 11/03/24        | -----1                               |                 |      |        | 1                 | \$2,000.00  |       |      |       |             |
| 14    | WSBT | 11/03/24          | 11/03/24        | 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: |      | 10/28/24          | 11/03/24        | -----1                               |                 |      |        | 1                 | \$3,500.00  |       |      |       |             |
| 15    | WSBT | 11/03/24          | 11/03/24        | CH2 Action News at 9:9a-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: |      | 10/28/24          | 11/03/24        | -----1                               |                 |      |        | 1                 | \$2,700.00  |       |      |       |             |
| 16    | WSBT | 11/03/24          | 11/03/24        | CH2 Action News at 11(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: |      | 10/28/24          | 11/03/24        | -----1                               |                 |      |        | 1                 | \$2,200.00  |       |      |       |             |
| 17    | WSBT | 10/29/24          | 11/04/24        | Live w/ Kelly & Mark                 | 9a-10a          |      | :30    |                   |             | P-02  | NM   | 5     | \$8,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                              |                 |      |        | 5                 | \$1,600.00  |       |      |       |             |
| 18    | WSBT | 10/29/24          | 11/04/24        | M-F 10a-11a                          | 10a-11a         |      | :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: |      | 10/29/24          | 11/04/24        | MTWTF--                              |                 |      |        | 5                 | \$1,100.00  |       |      |       |             |
| 19    | WSBT | 10/29/24          | 11/04/24        | The View                             | 11a-12p         |      | :30    |                   |             | P-02  | NM   | 5     | \$13,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                              |                 |      |        | 5                 | \$2,700.00  |       |      |       |             |
| 20    | WSBT | 10/29/24          | 11/04/24        | CH2 Action News at N 12p-1p          |                 |      | :30    |                   |             | P-02  | NM   | 5     | \$11,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                              |                 |      |        | 5                 | \$2,200.00  |       |      |       |             |
| 21    | WSBT | 10/29/24          | 11/04/24        | GMA3:What You Need                   | 1p-2p           |      | :30    |                   |             | P-02  | NM   | 5     | \$8,500.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                              |                 |      |        | 5                 | \$1,700.00  |       |      |       |             |
| 22    | WSBT | 10/29/24          | 11/04/24        | General Hospital                     | 2p-3p           |      | :30    |                   |             | P-02  | NM   | 5     | \$8,500.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                              |                 |      |        | 5                 | \$1,700.00  |       |      |       |             |
| 23    | WSBT | 11/03/24          | 11/03/24        | CH2 Action News                      | 12p-1230p       |      | :30    |                   |             | P-02  | NM   | 1     | \$1,900.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/28/24          | 11/03/24        | -----1                               |                 |      |        | 1                 | \$1,900.00  |       |      |       |             |
| 24    | WSBT | 10/29/24          | 11/04/24        | M-F 3p-4p                            | 3p-4p           |      | :30    |                   |             | P-02  | NM   | 5     | \$8,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                              |                 |      |        | 5                 | \$1,600.00  |       |      |       |             |
| 25    | WSBT | 10/29/24          | 11/04/24        | CH2 Action News at 4:4:00 PM-5:00 PM |                 |      | :30    |                   |             | P-02  | NM   | 10    | \$20,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                              |                 |      |        | 10                | \$2,000.00  |       |      |       |             |

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| <u>Contract / Revision</u><br>1112456 /      |                                   | <u>Alt Order #</u><br>10748282                         |
| <u>Advertiser</u><br>ISS/FF PAC-A            |                                   | <u>Original Date / Revision</u><br>02/14/24 / 02/14/24 |
| <u>Contract Dates</u><br>10/29/24 - 11/05/24 | <u>Product</u><br>FF PAC - SKED A | <u>Estimate #</u><br>12947                             |

| *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> |       |      |       |             |
| 26    | WSBT | 10/29/24          | 11/04/24        | CH2 Action News at 5p-6p            |                |      | :30    |                   |             | P-02  | NM   | 10    | \$32,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                             |                |      |        | 10                | \$3,200.00  |       |      |       |             |
| 27    | WSBT | 10/29/24          | 11/04/24        | CH2 Action News at 6p-7p            |                |      | :30    |                   |             | P-02  | NM   | 10    | \$46,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                             |                |      |        | 10                | \$4,600.00  |       |      |       |             |
| 28    | WSBT | 10/29/24          | 11/04/24        | ABC World News Toni7p-730p          |                |      | :30    |                   |             | P-02  | NM   | 5     | \$57,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                             |                |      |        | 5                 | \$11,400.00 |       |      |       |             |
| 29    | WSBT | 11/03/24          | 11/03/24        | CH2 Action News at 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: |      | 10/28/24          | 11/03/24        | -----1                              |                |      |        | 1                 | \$2,800.00  |       |      |       |             |
| 30    | WSBT | 10/29/24          | 11/04/24        | CH2 News Nightbeat a11p-1135p       |                |      | :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: |      | 10/29/24          | 11/04/24        | MTWTF--                             |                |      |        | 5                 | \$3,200.00  |       |      |       |             |
| 31    | WSBT | 11/02/24          | 11/02/24        | 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: |      | 10/28/24          | 11/03/24        | -----1-                             |                |      |        | 1                 | \$3,200.00  |       |      |       |             |
| 32    | WSBT | 11/03/24          | 11/03/24        | CH2 News Nightbeat a11p-1135p       |                |      | :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: |      | 10/28/24          | 11/03/24        | -----1                              |                |      |        | 1                 | \$3,200.00  |       |      |       |             |
| 33    | WSBT | 10/29/24          | 11/04/24        | Jimmy Kimmel Live 1135p-1235a/120'  |                |      | :30    |                   |             | P-02  | NM   | 10    | \$15,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                             |                |      |        | 10                | \$1,500.00  |       |      |       |             |
| 34    | WSBT | 10/29/24          | 11/04/24        | 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: |      | 10/29/24          | 11/04/24        | MTWTF--                             |                |      |        | 5                 | \$1,100.00  |       |      |       |             |
| 35    | WSBT | 10/29/24          | 11/04/24        | M-F 105a-135a 105a-135a             |                |      | :30    |                   |             | P-02  | NM   | 5     | \$3,500.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                             |                |      |        | 5                 | \$700.00    |       |      |       |             |
| 36    | WSBT | 10/29/24          | 11/04/24        | M-Su Overnight 2:05 XM-2:35 XM      |                |      | :30    |                   |             | P-02  | NM   | 5     | \$2,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                             |                |      |        | 5                 | \$400.00    |       |      |       |             |
| 37    | WSBT | 11/02/24          | 11/02/24        | 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: |      | 10/28/24          | 11/03/24        | -----1-                             |                |      |        | 1                 | \$1,200.00  |       |      |       |             |
| 38    | WSBT | 11/03/24          | 11/03/24        | Su 1135p-1205a Sport1135p-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: |      | 10/28/24          | 11/03/24        | -----1                              |                |      |        | 1                 | \$1,500.00  |       |      |       |             |
| 39    | WSBT | 11/03/24          | 11/03/24        | Su 1205a-1235a 1205a-1235a          |                |      | :30    |                   |             | P-02  | NM   | 1     | \$900.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/28/24          | 11/03/24        | -----1                              |                |      |        | 1                 | \$900.00    |       |      |       |             |
| 40    | WSBT | 11/03/24          | 11/03/24        | Su 1235a-135a 1235a-135a            |                |      | :30    |                   |             | P-02  | NM   | 1     | \$700.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |      | 10/28/24          | 11/03/24        | -----1                              |                |      |        | 1                 | \$700.00    |       |      |       |             |

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

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**Chicago, IL 60680-9036**  
**(404) 496-7531**

|  |                                   |  |
|--|-----------------------------------|--|
| <u>Contract / Revision</u><br>1112456 /      |                                   | <u>Alt Order #</u><br>10748282                         |
| <u>Advertiser</u><br>ISS/FF PAC-A            |                                   | <u>Original Date / Revision</u><br>02/14/24 / 02/14/24 |
| <u>Contract Dates</u><br>10/29/24 - 11/05/24 | <u>Product</u><br>FF PAC - SKED A | <u>Estimate #</u><br>12947                             |

| *Line | Ch    | Start Date        | End Date        | Description           | Start/End Time   | Days | Length | Spots/Week        | Rate        | PCode | Type | Spots | Amount      |
|-------|-------|-------------------|-----------------|-----------------------|------------------|------|--------|-------------------|-------------|-------|------|-------|-------------|
| 41    | WSBTV | 10/29/24          | 11/04/24        | M-F GA Lottery Drawir | 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: |       | 10/29/24          | 11/04/24        | MTWTF--               |                  |      |        | 2                 | \$4,700.00  |       |      |       |             |
| 42    | WSBTV | 10/29/24          | 11/04/24        | Entertainment Tonight | 730p-8p          |      | :30    |                   |             | P-02  | NM   | 5     | \$25,000.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/29/24          | 11/04/24        | MTWTF--               |                  |      |        | 5                 | \$5,000.00  |       |      |       |             |
| 43    | WSBTV | 11/04/24          | 11/04/24        | Mon Prime Other 1     | 8:00 PM-10:00 PM |      | :30    |                   |             | P-02  | NM   | 2     | \$19,800.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 11/04/24          | 11/10/24        | 2-----                |                  |      |        | 2                 | \$9,900.00  |       |      |       |             |
| 44    | WSBTV | 11/04/24          | 11/04/24        | Mon Prime Hour 3      | 10p-11p          |      | :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: |       | 11/04/24          | 11/10/24        | 1-----                |                  |      |        | 1                 | \$8,900.00  |       |      |       |             |
| 45    | WSBTV | 10/29/24          | 10/29/24        | Tue Prime Other 1     | 8:00 PM-10:00 PM |      | :30    |                   |             | P-02  | NM   | 2     | \$17,800.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/28/24          | 11/03/24        | -2-----               |                  |      |        | 2                 | \$8,900.00  |       |      |       |             |
| 46    | WSBTV | 10/30/24          | 10/30/24        | Wed Prime Hour 1      | 8p-9p            |      | :30    |                   |             | P-02  | NM   | 1     | \$7,900.00  |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/28/24          | 11/03/24        | --1----               |                  |      |        | 1                 | \$7,900.00  |       |      |       |             |
| 47    | WSBTV | 10/31/24          | 10/31/24        | Thur Prime Hour 1     | 8p-9p            |      | :30    |                   |             | P-02  | NM   | 1     | \$10,900.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/28/24          | 11/03/24        | ---1---               |                  |      |        | 1                 | \$10,900.00 |       |      |       |             |
| 48    | WSBTV | 10/31/24          | 10/31/24        | 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: |       | 10/28/24          | 11/03/24        | ---1---               |                  |      |        | 1                 | \$14,900.00 |       |      |       |             |
| 49    | WSBTV | 11/01/24          | 11/01/24        | Fri Prime Other 1     | 9:00 PM-11:00 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: |       | 10/28/24          | 11/03/24        | ----1--               |                  |      |        | 1                 | \$9,900.00  |       |      |       |             |
| 50    | WSBTV | 11/02/24          | 11/02/24        | Sa 11a-12p            | 11a-12p          |      | :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: |       | 10/28/24          | 11/03/24        | -----2-               |                  |      |        | 2                 | \$3,900.00  |       |      |       |             |
| 51    | WSBTV | 11/02/24          | 11/02/24        | College FB Reg Seas   | 12:00 PM-3:30 PM |      | :30    |                   |             | P-02  | NM   | 2     | \$23,800.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/28/24          | 11/03/24        | -----2-               |                  |      |        | 2                 | \$11,900.00 |       |      |       |             |
| 52    | WSBTV | 11/02/24          | 11/02/24        | College FB Reg Seas   | 3:30 PM-7:30 PM  |      | :30    |                   |             | P-02  | NM   | 2     | \$53,800.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/28/24          | 11/03/24        | -----2-               |                  |      |        | 2                 | \$26,900.00 |       |      |       |             |
| 53    | WSBTV | 11/02/24          | 11/02/24        | 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: |       | 10/28/24          | 11/03/24        | -----1-               |                  |      |        | 1                 | \$59,900.00 |       |      |       |             |
| 54    | WSBTV | 11/02/24          | 11/02/24        | College FB Reg Seas   | 7:30 PM-11:00 PM |      | :30    |                   |             | P-02  | NM   | 2     | \$79,800.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |
| Week: |       | 10/28/24          | 11/03/24        | -----2-               |                  |      |        | 2                 | \$39,900.00 |       |      |       |             |
| 55    | WSBTV | 11/02/24          | 11/02/24        | 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: |       | 10/28/24          | 11/03/24        | -----1-               |                  |      |        | 1                 | \$4,400.00  |       |      |       |             |
| 56    | WSBTV | 11/03/24          | 11/03/24        | Formula 1             | 12:30 PM-3:00 PM |      | :30    |                   |             | P-02  | NM   | 2     | \$4,800.00  |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |       |             |

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|  |                                   |  |
|--|-----------------------------------|--|
| <u>Contract / Revision</u><br>1112456 /      |                                   | <u>Alt Order #</u><br>10748282                         |
| <u>Advertiser</u><br>ISS/FF PAC-A            |                                   | <u>Original Date / Revision</u><br>02/14/24 / 02/14/24 |
| <u>Contract Dates</u><br>10/29/24 - 11/05/24 | <u>Product</u><br>FF PAC - SKED A | <u>Estimate #</u><br>12947                             |

| *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:         |      | 10/28/24          | 11/03/24        | -----2                       |                   |      |        | 2                 | \$2,400.00  |       |      |            |                     |
| D 57          | WSBT | 10/29/24          | 11/03/24        | Early Morning M-Su           | 4a-9a/4a-10a/4a-1 |      | :30    |                   |             | P-02  | NM   | 0          | \$0.00              |
| N 59          | WSBT | 10/29/24          | 11/04/24        | CH2 Action News at 4:4:30 AM | 4:59 AM           |      | :30    |                   |             | P-02  | NM   | 1          | \$900.00            |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |            |                     |
| Week:         |      | 10/29/24          | 11/04/24        | MTWTF--                      |                   |      |        | 1                 | \$900.00    |       |      |            |                     |
| N 60          | WSBT | 10/29/24          | 11/04/24        | CH2 Action News at 5:5:00 AM | 5:30 AM           |      | :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:         |      | 10/29/24          | 11/04/24        | MTWTF--                      |                   |      |        | 1                 | \$1,500.00  |       |      |            |                     |
| N 61          | WSBT | 10/29/24          | 11/04/24        | CH2 Action News at 5:5:30 AM | 6:00 AM           |      | :30    |                   |             | P-02  | NM   | 1          | \$1,800.00          |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |            |                     |
| Week:         |      | 10/29/24          | 11/04/24        | MTWTF--                      |                   |      |        | 1                 | \$1,800.00  |       |      |            |                     |
| N 62          | WSBT | 10/29/24          | 11/04/24        | CH2 Action News at 6:6:00 AM | 7:00 AM           |      | :30    |                   |             | P-02  | NM   | 2          | \$6,800.00          |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |            |                     |
| Week:         |      | 10/29/24          | 11/04/24        | MTWTF--                      |                   |      |        | 2                 | \$3,400.00  |       |      |            |                     |
| N 63          | WSBT | 10/29/24          | 11/04/24        | Good Morning America         | 7a-9a             |      | :30    |                   |             | P-02  | NM   | 2          | \$8,200.00          |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |            |                     |
| Week:         |      | 10/29/24          | 11/04/24        | MTWTF--                      |                   |      |        | 2                 | \$4,100.00  |       |      |            |                     |
| N 64          | WSBT | 10/29/24          | 11/04/24        | Live w/ Kelly & Mark         | 9a-10a            |      | :30    |                   |             | P-02  | NM   | 1          | \$1,600.00          |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |            |                     |
| Week:         |      | 10/29/24          | 11/04/24        | MTWTF--                      |                   |      |        | 1                 | \$1,600.00  |       |      |            |                     |
| N 65          | WSBT | 10/29/24          | 11/04/24        | M-F 10a-11a                  | 10a-11a           |      | :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:         |      | 10/29/24          | 11/04/24        | MTWTF--                      |                   |      |        | 1                 | \$1,100.00  |       |      |            |                     |
| N 66          | WSBT | 10/29/24          | 11/04/24        | The View                     | 11a-12p           |      | :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:         |      | 10/29/24          | 11/04/24        | MTWTF--                      |                   |      |        | 1                 | \$2,700.00  |       |      |            |                     |
| N 67          | WSBT | 10/29/24          | 11/04/24        | CH2 Action News at N 12p-1p  |                   |      | :30    |                   |             | P-02  | NM   | 2          | \$4,400.00          |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |      |            |                     |
| Week:         |      | 10/29/24          | 11/04/24        | MTWTF--                      |                   |      |        | 2                 | \$2,200.00  |       |      |            |                     |
| N 68          | WSBT | 10/29/24          | 11/04/24        | 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:         |      | 10/29/24          | 11/04/24        | MTWTF--                      |                   |      |        | 2                 | \$4,700.00  |       |      |            |                     |
| N 69          | WSBT | 11/03/24          | 11/03/24        | 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:         |      | 10/28/24          | 11/03/24        | -----1                       |                   |      |        | 1                 | \$6,000.00  |       |      |            |                     |
| N 70          | WSBT | 11/04/24          | 11/04/24        | NFL RS Prime Game            | 8:00 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:         |      | 11/04/24          | 11/10/24        | 1-----                       |                   |      |        | 1                 | \$31,900.00 |       |      |            |                     |
| <b>Totals</b> |      |                   |                 |                              |                   |      |        |                   |             |       |      | <b>209</b> | <b>\$872,200.00</b> |

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| <u>Contract / Revision</u><br>1112456 /      |                                   | <u>Alt Order #</u><br>10748282                         |
| <u>Advertiser</u><br>ISS/FF PAC-A            |                                   | <u>Original Date / Revision</u><br>02/14/24 / 02/14/24 |
| <u>Contract Dates</u><br>10/29/24 - 11/05/24 | <u>Product</u><br>FF PAC - SKED A | <u>Estimate #</u><br>12947                             |

| Time Period         | # of Spots | Gross Amount        | Agency Comm.          | Net Amount          |
|---------------------|------------|---------------------|-----------------------|---------------------|
| 10/01/24 - 10/31/24 | 103        | \$330,900.00        | (\$49,635.00)         | \$281,265.00        |
| 11/01/24 - 11/04/24 | 106        | \$541,300.00        | (\$81,195.00)         | \$460,105.00        |
| <b>Totals</b>       | <b>209</b> | <b>\$872,200.00</b> | <b>(\$130,830.00)</b> | <b>\$741,370.00</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* 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!