

CONTRACT



WFMZ
300 East Rock Road
Allentown, PA 18103-7599
www.wfmz.com
(610) 797-4530

www.wfmz.com

And:

Media Buying & Analytics
Attention: Barb Abar
2020 Howell Mill Road, NW
Suite D348
Atlanta, GA 30318-1732

<u>Contract / Revision</u> 50099 /		<u>Alt Order #</u>
<u>Advertiser</u> Biden for President		<u>Original Date / Revision</u> 05/06/24 / 05/07/24
<u>Contract Dates</u> 05/07/24 - 05/13/24	<u>Estimate #</u> 11709 PA BFP 60's May	
<u>Product</u> 1850-2024 President Elections		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFMZ	<u>Account Executive</u> Bob Croesus	<u>Sales Office</u> Local Allentown
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WFMZ	05/07/24	05/07/24	Noon News	12p-1230p		1:00			NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/06/24	05/12/24	-T-----				1	\$320.00			
N 2	WFMZ	05/07/24	05/07/24	M-F 4p-430p	M-F 4p-430p		1:00			NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/06/24	05/12/24	-T-----				1	\$880.00			
N 3	WFMZ	05/07/24	05/10/24	M-F 430p-500p	M-F 430p-500p		:30			NM	4	\$1,416.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/06/24	05/12/24	--WT---				4	\$354.00			
N 4	WFMZ	05/07/24	05/07/24	M-F Early News	5p-530p		1:00			NM	1	\$988.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/06/24	05/12/24	-T-----				1	\$988.00			
N 5	WFMZ	05/07/24	05/12/24	M-Sun 6-630pm	M-Sun 6-630pm		:30			NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/06/24	05/12/24	--WFS				6	\$450.00			
N 6	WFMZ	05/08/24	05/13/24	Noon News	12p-1230p		:30			NM	4	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/06/24	05/12/24	---T---				2	\$160.00			
Week:		05/13/24	05/19/24	M-----				2	\$160.00			
N 7	WFMZ	05/10/24	05/10/24	M-F 4p-430p	M-F 4p-430p		:30			NM	2	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/06/24	05/12/24	----F--				2	\$440.00			
N 8	WFMZ	05/10/24	05/10/24	M-F Early News	5p-530p		:30			NM	2	\$988.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/06/24	05/12/24	----F--				2	\$494.00			
Totals											21	\$8,812.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/13/24	21	\$8,812.00	(\$1,321.80)	\$7,490.20
Totals	21	\$8,812.00	(\$1,321.80)	\$7,490.20

(* 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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50099 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Biden for President	05/06/24 / 05/07/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/07/24 - 05/13/24	1850-2024 President Ele	11709 PA BFP 60's May 7

Signature: _____ **Date:** _____

Printed Name: _____

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