

# CONTRACT



**WVIR-TV**  
**503 E. Market Street**  
**Charlottesville, VA 22902**  
**Sales T & C: www.gray.tv/advertising**  
**(434) 220-2900**

<u>Contract / Revision</u> 3547340 /		<u>Alt Order #</u> WOC14648012
<u>Advertiser</u> House Freedom Action		<u>Original Date / Revision</u> 05/13/24 / 05/13/24
<u>Contract Dates</u> 05/15/24 - 06/04/24	<u>Estimate #</u> 2594	
<u>Product</u> TV		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WVIR	<u>Account Executive</u> Melanie Oliver	<u>Sales Office</u> Charlottesville 2
<u>Special Handling</u>		
<u>Demographic</u> Households		
	<u>Order Type</u> NORMAL	
<u>Agcy Code</u>	<u>Advertiser Code</u> 93	<u>Product 1/2</u> 115
<u>Agency Ref</u> 124983	<u>Advertiser Ref</u> 568554	

And:

**Medium Buying LLC**  
**1100 Dennison Ave**  
**Suite 200**  
**Columbus, OH 43201**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WVIR	05/15/24	06/04/24	Sunrise News 6a	6:00 AM-7:00 AM		:30			NM	15	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/15/24	05/21/24	MTWTF--				5	\$120.00			
	Week:	05/22/24	05/28/24	MTWTF--				5	\$120.00			
	Week:	05/29/24	06/04/24	MTWTF--				5	\$120.00			
N 2	WVIR	05/15/24	06/04/24	NBC Today Show	7:00 AM-9:00 AM		:30			NM	15	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/15/24	05/21/24	MTWTF--				5	\$160.00			
	Week:	05/22/24	05/28/24	MTWTF--				5	\$160.00			
	Week:	05/29/24	06/04/24	MTWTF--				5	\$160.00			
N 3	WVIR	05/15/24	06/04/24	NBC Today Show II	9:00 AM-10:00 AM		:30			NM	15	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/15/24	05/21/24	MTWTF--				5	\$50.00			
	Week:	05/22/24	05/28/24	MTWTF--				5	\$50.00			
	Week:	05/29/24	06/04/24	MTWTF--				5	\$50.00			
N 4	WVIR	05/15/24	06/04/24	Noon News	12:00 PM-1:00 PM		:30			NM	15	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/15/24	05/21/24	MTWTF--				5	\$60.00			
	Week:	05/22/24	05/28/24	MTWTF--				5	\$60.00			
	Week:	05/29/24	06/04/24	MTWTF--				5	\$60.00			
N 5	WVIR	05/15/24	06/04/24	News @ 5p	5:00 PM-6:00 PM		:30			NM	15	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/15/24	05/21/24	MTWTF--				5	\$160.00			
	Week:	05/22/24	05/28/24	MTWTF--				5	\$160.00			
	Week:	05/29/24	06/04/24	MTWTF--				5	\$160.00			
N 6	WVIR	05/15/24	06/04/24	M-F 7p-730p	7:00 PM-7:30 PM		:30			NM	9	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/15/24	05/21/24	MTWTF--				3	\$140.00			
	Week:	05/22/24	05/28/24	MTWTF--				3	\$140.00			
	Week:	05/29/24	06/04/24	MTWTF--				3	\$140.00			
N 7	WVIR	05/15/24	06/04/24	M-F 730p-8p	7:30 PM-8:00 PM		:30			NM	9	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/15/24	05/21/24	MTWTF--				3	\$140.00			
	Week:	05/22/24	05/28/24	MTWTF--				3	\$140.00			

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

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/29/24	06/04/24	MTWTF--				3	\$140.00			
N 8	WVIR	05/15/24	06/01/24	Sat News 630a	6:30 AM-7:00 AM		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	-----S-				1	\$50.00			
Week:		05/22/24	05/28/24	-----S-				1	\$50.00			
Week:		05/29/24	06/04/24	-----S-				1	\$50.00			
N 9	WVIR	05/15/24	06/01/24	Sunrise News Weekend	7:00 AM-8:00 AM		:30			NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	-----S-				1	\$140.00			
Week:		05/22/24	05/28/24	-----S-				1	\$140.00			
Week:		05/29/24	06/04/24	-----S-				1	\$140.00			
N 10	WVIR	05/15/24	06/02/24	News Weekend @ 6p	6:00 PM-7:00 PM		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	-----SS				2	\$200.00			
Week:		05/22/24	05/28/24	-----SS				2	\$200.00			
Week:		05/29/24	06/04/24	-----SS				2	\$200.00			
N 11	WVIR	05/15/24	06/01/24	Sa 7p-8p	7p-8p		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	-----S-				1	\$100.00			
Week:		05/22/24	05/28/24	-----S-				1	\$100.00			
Week:		05/29/24	06/04/24	-----S-				1	\$100.00			
N 12	WVIR	05/15/24	06/02/24	Sun News 630a	6:30 AM-7:00 AM		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	-----S				1	\$50.00			
Week:		05/22/24	05/28/24	-----S				1	\$50.00			
Week:		05/29/24	06/04/24	-----S				1	\$50.00			
N 13	WVIR	05/15/24	06/02/24	Sunrise News Weekend	7:00 AM-8:00 AM		:30			NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	-----S				1	\$140.00			
Week:		05/22/24	05/28/24	-----S				1	\$140.00			
Week:		05/29/24	06/04/24	-----S				1	\$140.00			
<b>Totals</b>											<b>114</b>	<b>\$13,410.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/26/24	65	\$7,700.00	(\$1,155.00)	\$6,545.00
05/27/24 - 06/04/24	49	\$5,710.00	(\$856.50)	\$4,853.50
<b>Totals</b>	<b>114</b>	<b>\$13,410.00</b>	<b>(\$2,011.50)</b>	<b>\$11,398.50</b>

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

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