

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, _____, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: Bully Pulpit Interactive

Address: 1445 New York Ave NW 5th Floor Washington, DC 20005

Contact: Lori Friedman

Phone number: 202-331-0052

Email: lfriedman@bpimedia.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Meta/Instagram

Address: 1 Hacker Way Menlo Park, CA 94025

Contact:

Phone number: 650-853-1300

Email:

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Board - Mark Zuckerberg (Chairman and Chief Executive Officer) Sheryl Sandberg (director) Peter Andreas Thiel (Board Director)

Executives - Mark Zuckerberg (CFO), Javier Olivian (COO), Susan Li (CFO), Adam Mosseri (Head of Instagram), Kevin Systrom (Co Founder, Mike Krieger (Co-Founder), Jennifer Newslead (Chief Legal Officer), ,Alex Schultz (Chief Marketing Officer), Erin Egan (Chief Privacy officer), Maxine Williams (Chief Diversity officer)

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

Order / Rev: 2847028
 Alt Order #: WOC14466914
 Flight Dates: 01/22/24 - 02/04/24

Advertiser: ISS/ Meta Platforms, Inc dba Facebook
 Product Desc: YWB
 Estimate: 2
WUPL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Q1 EST (sell) - NEW ORLEANS - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF EYEWT MRN NW7A Mo-Fr 7:00a-8:00a+ IN Feb/2023LS ON WUPL ADJUSTED TO THE Feb/2023LS TP HUT LEVEL FROM Mo-Fr 7:00a-8:00a.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/22/24	01/28/24	MTWTF--					3	\$60.00		0.00			
		Week: 01/29/24	02/04/24	MTWTF--					3	\$60.00		0.00			
N 2	WUPL	01/22/24	02/02/24	7-9a M-F ROS 8:00 AM-9:00 AM	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	3	\$60.00	P05	0.00	NM	6	\$360.00
Q1 EST (sell) - NEW ORLEANS - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF EYEWT MRN NWS8 Mo-Fr 8:00a-9:00a+ IN Feb/2023LS ON WUPL ADJUSTED TO THE Feb/2023LS TP HUT LEVEL FROM Mo-Fr 8:00a-9:00a.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/22/24	01/28/24	MTWTF--					3	\$60.00		0.00			
		Week: 01/29/24	02/04/24	MTWTF--					3	\$60.00		0.00			
N 3	WUPL	01/22/24	02/02/24	Local News @ 630p M-F Local News @ 630p M-F		6:30 PM-7:00 PM	MTWTF--	:30	3	\$30.00	P05	0.00	NM	6	\$180.00
Q1 EST (sell) - NEW ORLEANS - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF EYEWTNSS-630PM Mo-Fr 6:30p-7:00p+ IN Feb/2023LS ON WUPL ADJUSTED TO THE Feb/2023LS TP HUT LEVEL FROM Mo-Fr 6:30p-7:00p.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 01/22/24	01/28/24	MTWTF--					3	\$30.00		0.00			
		Week: 01/29/24	02/04/24	MTWTF--					3	\$30.00		0.00			
													Totals	18	\$900.00